

MAY 27 1930

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, MAY 24, 1930

No. 21

Frank K. Notch

KING MOB

"KING MOB ought to be read . . . It offers more exciting ideas to the page than one can digest on the run . . . A brilliant performance—a guide to modernity . . . Read this book!"—WALTER YUST, *Phila. Ledger*.

"Short, swift, belligerent and witty . . . it names names with no bones about it."—STUART CHASE, *N. Y. Herald Tribune*. \$2.00

Giovanni Papini

SAINT AUGUSTINE

By the author of the "Life of Christ"

PAPINI—and AUGUSTINE—the two most spectacular converts the church has ever won! *A selection of the Book League of America*. Published June 19.

\$3.00

Georges Clemenceau

GRANDEUR AND MISERY OF VICTORY

"The Tiger is dead at last, and in dying gave a roar that the whole world shall hear . . . Cannot be overrated for its importance."—JAMES TRUSLOW ADAMS, *Atlantic Monthly*. This big book of the year will be one of the great books of all time. \$5.00

Matthew Josephson

PORTRAIT OF THE ARTIST AS AMERICAN

By the author of "Zola and His Time"

"A forceful, instructive and appealing document,"—*Saturday Review*. The dramatic story of Henry James, Henry Adams, Whistler, and the others—and the problem of our literary expatriates as it is intensified in our time. \$3.00

HARCOURT, BRACE & COMPANY, 383 MADISON AVENUE, N. Y.

JUNE BOOKS with Earning Power for Cash Sales or Library Rentals



Park Avenue

by Cornelius Vanderbilt, Jr.

Author of RENO

Only a Cornelius Vanderbilt, Jr. could take you past the liveried footmen and up into the tower apartments to show you how smart life ticks amid the expensive gayety of Park Avenue. Only he could tell you the impressive story of a chivalrous young man of society who enjoys intensive living.

Oversophisticated debutantes in alcoholic revels, night club orgies, blistering scandals, even crimes of passion come to light in this startling novel of New York's canyon of wealth; revelations more sensational than the author's exposé of society's divorce mill. \$2.

The Man of God

by Count Edouard von Keyserling

Author of TIDES

A distinguished novel showing a religious man torn between holiness and passion. He spies upon his neighbor's wife, but his moral zeal is exposed as hidden jealousy. An artistic story with a subtle understanding of the paradoxes of human emotion. \$2.

Dont Call It Love

by Inez Sabastian

Author of MEN CALL IT LOVE

What a mother's ambition does to two beautiful girls whom she trained to marry millionaires, and who went without dinner in order to buy bath salts. A brilliant picture of the fruits of social conquest. \$2.

A Prisoner in Babylon

by Madeleine D. Strain

In the grip of adversity, a warm personality seeks the way to escape. He searches for sympathetic understanding. The only person whose feelings are like his seems unattainable until he can learn her need and hersoul's hunger. \$2.



ONE WOMAN'S WAR

ANONYMOUS

She was a member of an aristocratic family. Because of what happened she could not rejoin her family. Serving as nurse, kitchen worker, and in other capacities, her war experience cleansed her of class pride and futile shame.

So she is able to tell the truth; to tell it in the language of the trenches; to tell the story of womanhood formed against the lurid background of war in the reckless revelry that accompanied the battles. The story is not a pretty one. But it is impressive and stinging and real. \$2.50

MACAULAY • PUBLISHERS • NEW YORK

D. APPLETON AND COMPANY

announce the publication in July of a novel by

HAROLD BELL WRIGHT**EXIT**

We are releasing the novel this year instead of holding it for serialization, with the consent of the author and the feeling that the publication of a Harold Bell Wright novel with its tremendous quantity sale will have a very beneficial effect on the 1930 book business. "Exit" is a novel of the type of such works as "The Shepherd of the Hills" and "The Winning of Barbara Worth" which first won for Harold Bell Wright his vast audience. We are planning a first edition of 500,000 copies. This is the best opportunity given the booksellers this year for quantity sale. Our national advertising will bring new customers to your store.

\$2.00

D. APPLETON AND COMPANY

35 West 32nd Street

New York

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton trade line in Canada.

To the Booksellers of the United States:

Together with Mr. & Mrs. Alfred A. Knopf and the Editorial Staff, we have just completed a thorough survey and examination of our Fall List. It is a pleasure to assure you that we frankly consider this list not only upholds, but enhances the Borzoi reputation. We shall offer it to you with renewed enthusiasm and confidence certain of your active support.

(signed)

J. J. Mullen
 Jos. B. Steers.
 Edward W. Cook
 Jay Stenberg
 Christian E. Rhone
 John Ballan

July Eleventh Publications

BLACK MANHATTAN

by JAMES WELDON JOHNSON

A dramatic pageant of the Negro in New York particularly during the last few years of theatrical, musical, artistic and literary life. \$2.50

GREEN ICE

by RAOUL WHITFIELD

A rapid fire yarn of gangsters and their women. \$2.00

A ROUMANIAN DIARY

by HANS CAROSSA

A gripping, realistic struggle of a highly sensitive doctor to attune himself to the tragedies of war. \$2.50

HEAVEN

by FRANK TOWNSHEND
 author of *Earth*

Every reader of *The Prophet* will enjoy this beautiful spiritual odyssey through the land of man's lost hopes and hidden desires. \$2.00

Preliminary Announcement of a fascinating story—the amazing moral and physical adventures of a master hypochondriac—a man who lived on the borderland of insanity.

CONFESSIONS OF ZENO

by ITALO SVEVO

\$3.00 Publication date July 25th.

ALFRED A. KNOPF



730 Fifth Ave., N. Y.

from THE INNER SANCTUM of
SIMON and SCHUSTER

Publishers • 37 West 57th Street • New York



The Inner Sanctum has five candidates coming along that are being published with the selfish and altruistic hope of blowing (if one blows) the Present State of our Trade out of the doldrums.



Before naming the five self-appointed saviors of June Accounts Receivable, a further word on the doldrums.



It is generally considered bad business to gaze publicly upon the seamy side of merchandising. Well, averting one's gaze, up to now at least, hasn't helped. It seems to Your Correspondent that it's much healthier to look at the facts and to inquire into their cause.



The causes (like most causes) are multiple.

1. Business wasn't really as bullish as it was cracked up to be during the first ten months of 1929. Then came October 23rd. And people stopped spending all that money.
2. They bought books just as plain reading matter, bought the lowest priced ones. Hence the more-than-ordinary success of remainders and low priced lines. The former class didn't thrill the readers, and the desire of reading more books was further reduced. (*The Inner Sanctum* will be glad to head a movement on the part of publishers to build a monument of remainders to be erected in the most inaccessible part of the Grand Canyon. This monument will be labeled MISTAKES, and heads of editorial departments might take their vacations in Colorado for inspiration.
3. The so-called regular trade books this Spring simply haven't been good enough to compete against factors 1. and 2. This cause is far more important (and reassuring) than any other. One or two *All Quiets* or *Farewells to Arms* or *Bridges of San Luis Rey* will do more to stimulate the book business than anything Your Correspondent can think of. People will read them, say "how long has this been going on?" and go right back to bookstores for more.



To return to the five candidates for returning prosperity: They are:

- (1) *The Great Astronomers* by Henry Smith Williams (June 5, \$6.00)
- (2) *Crucibles* by Bernard Jaffe (June 12, \$5.00)

(3) *The Hound of Florence* by Felix Salten (June 5, \$2.50)

(4) *Fourteenth Street* by Percy Shostac (June 19, \$2.50)

(5) *My System of Contract Bidding* by Sidney S. Lenz (May 15, \$1.00).



Your Correspondent is aware of the humor of predicting that all of these books—or even one of them—will start the long trek Back to Bookstores. All he feels is that they are all good books, that none of them belongs in the Grand Canyon, and that the public may by some miracle start paying attention in a big way to any one of them. Stranger (not much stranger, but stranger) things have happened.



The details:

THE GREAT ASTRONOMERS

- (1) This book has a certain amount of IT. Look at the table of contents when the stock arrives. It has 118 text illustrations, charmingly and naively done by the author. In addition, 22 full-page half tones, and 6 charts. All of which, we believe, help in telling the reader what he wants to know about astronomy.

CRUCIBLES

- (2) This is the book that received the Francis Bacon Award for the best book on the humanizing of knowledge. The knowledge in this case is Chemistry. The book is now running serially in *The Forum*, who with Essandess offered the \$7,500 prize which this book won. Read it tonight in *The Forum*.

THE HOUND OF FLORENCE

- (3) *THE HOUND OF FLORENCE* is published just a few days after the arrival in this country of FELIX SALTEN. Like *Bambi*, it is a tender story, a little more worldly in some ways, yet full of fantasy. It is a beautifully made book, with jacket and illustrations by KURT WIESE.

FOURTEENTH STREET

- (4) When the author of *Fourteenth Street* left the manuscript with Your Correspondent he said: "Read ten pages. If you're not interested by that time please send it back to me at once." You've never read a book like it. The story of an ill-starred love affair and an analysis of why it was ill-starred.

MY SYSTEM OF CONTRACT BIDDING

- (5) This is the book which Your Correspondent wagered would go 50,000. Since that time he has shown advance copies to bridge experts. From all reports, Y.C. seems to have been a bit over-modest on that fifty thou.

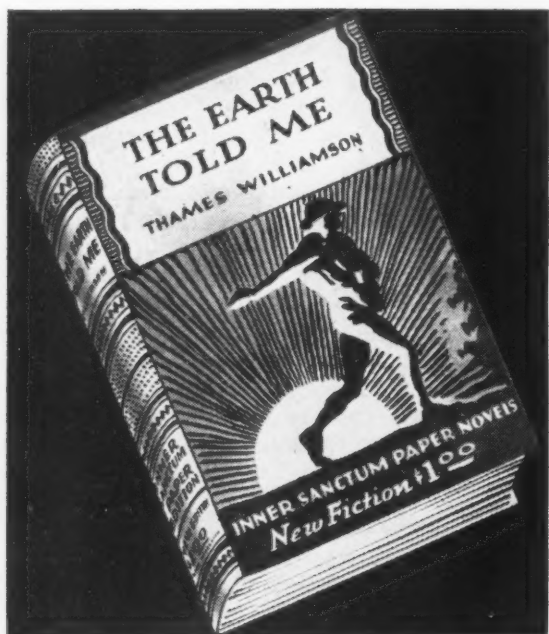


Yours for the Long Trek back,

—ESSANDESS.

P.S. PLEASE NOTE THE ANNOUNCEMENT ON TWO FOLLOWING PAGES.

Announcing **THE INNER** New Fiction, Full Length,



*This illustration shows the tentative format and design of The Inner Sanctum Paper Novels.
7½ by 4¾ inches*

BEGINNING with the Fall season we shall publish all of our regular† full-length new fiction bound in paper, and shall sell it for \$1.00 retail. This will apply to all novels that would now regularly sell at \$2.00 or \$2.50.

We have thought over this plan for a number of years, and now instead of trying it out with a small section of our fiction list, we have decided to do the thing wholeheartedly or not at all. In the past a few spasmodic and half-hearted attempts have been made to bring

out paper bound editions along with cloth bound editions of fiction. None has been successful, chiefly we believe because the paper editions have been the stepchildren of the cloth.

It fortunately happens that this autumn we have probably the best novels that we have ever published. They are listed on the top of the opposite page.

† There will be two exceptions: *The Pure in Heart* by FRANZ WERFEL and *Red Snow* by F. W. MOXLEY. These books are too long for inclusion in *The Inner Sanctum Paper Novels*, and will sell for \$4.00 and \$3.00 respectively.



SIMON *and* SCHUSTER

SANCTUM PAPER NOVELS

at ONE DOLLAR

- * A NIGHT IN KURDESTAN *by Jean Richard Bloch*
- * CASANOVA'S HOMECOMING *by Arthur Schnitzler*
- * THE EARTH TOLD ME *by Thames Williamson*
- ** O, MON GOY! *by Sarah Levy*
- ** HEART THROBS *by J. P. McEvoy*
- ** FIFTEEN RABBITS *by Felix Salten*
- *** THE WHISPERING CIRCLE *by Prosper Buranelli*
- *** I AM JONATHAN SCRIVENER *by Claude Houghton*

As will be seen from the list, approximately half the authors are established ones, the others comparative newcomers.

Mr. W. A. Dwiggins is designing the format of the series.

This is simply a preliminary announcement. Further details will come later.

Meanwhile, we embark upon the scheme, as upon all publishing ventures, with the knowledge that nothing is certain of success in the book world, but nevertheless with the hope that it will be an extremely profitable one to booksellers, authors and publishers alike. The hope is based on an analysis of the desires and methods of book-buying as we see them. It seems to us that new fiction at \$1.00 is the inevitable answer.

* *The Inner Sanctum Paper Novels will be*
** *divided into three groupings—each grouping*
*** *to be distinguished by a separate color on*
the jacket. Serious fiction is indicated
above with one asterisk, light fiction with
two asterisks, and detective and mystery
fiction with three asterisks.

Richard L. Simon
M. Lincoln Schuster

Publishers • 386 Fourth Avenue • New York

Three June Books for Summer Reading

A novel:

JACKDAWS STRUT

by Harriet Henry

EVERYONE knows a *Stephany Dale*! You see her walking along in New York and you always look at her twice, for she's good to look at and she's young. Here is her story: the modern girl, working to live and living to marry for love, or money, or both. A very human tragi-comedy, written with insight and understanding.

June 12. \$2.50

MURDER in MANHATTAN

by Arthur W. Procter

A murder mystery in which three murders, solved by experts of the N. Y. Police Dept., form the basis of a realistic and up-to-date mystery, that will keep the reader guessing to the end.

June 12. \$2.00

Louis McH. Howe, Director of the National Crime Commission, writes: "Mr. Procter's thrilling mystery will be of real service in public education. Unlike the vast majority of detective stories, it is written by one who has studied the machinery of crime detection as it operates in the principal city of this country. The reader, besides enjoying many thrills and having his ingenuity taxed to the utmost, will absorb a very considerable amount of accurate information."

GENERALS DIE IN BED

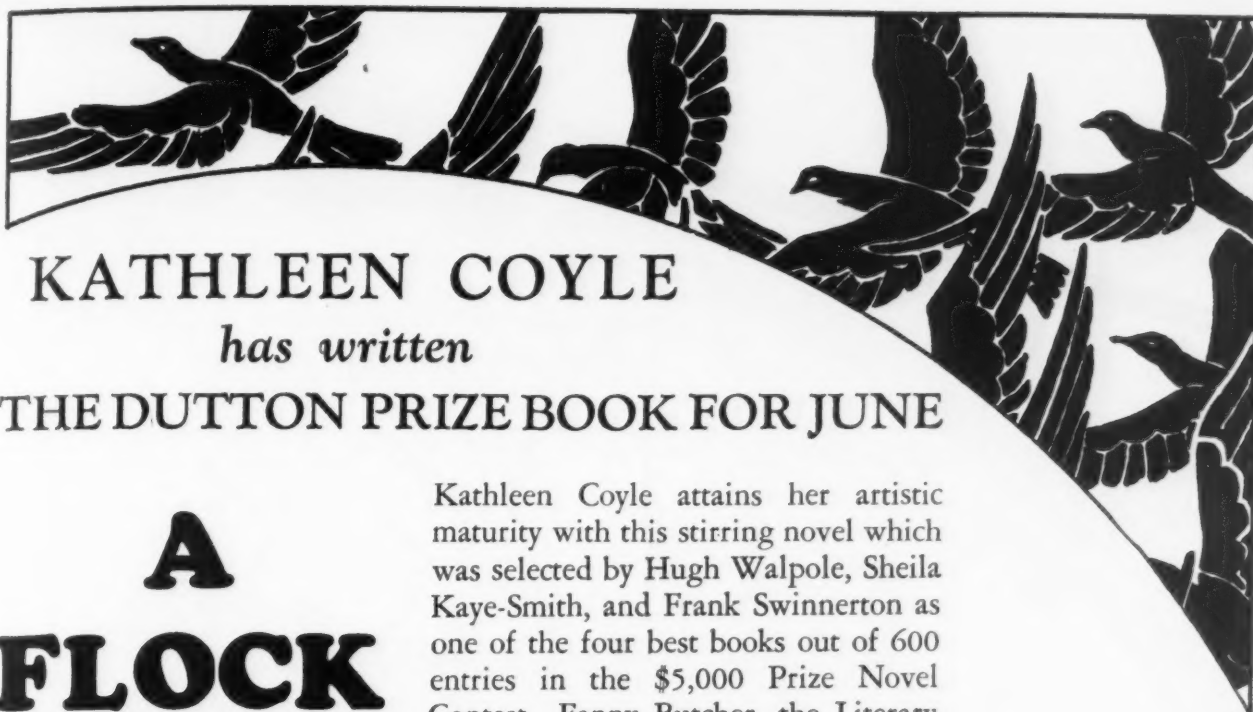
by Charles Yale Harrison

\$2.50

"The Canadian counterpart of *All Quiet on the Western Front*."—*London Sketch*.

WILLIAM MORROW & CO. 386 Fourth Ave., New York

Canadian representatives: McClelland & Stewart, Inc., 215 Victoria St., Toronto.



KATHLEEN COYLE

has written

THE DUTTON PRIZE BOOK FOR JUNE

A FLOCK OF BIRDS

Kathleen Coyle attains her artistic maturity with this stirring novel which was selected by Hugh Walpole, Sheila Kaye-Smith, and Frank Swinnerton as one of the four best books out of 600 entries in the \$5,000 Prize Novel Contest. Fanny Butcher, the Literary Editor of the *Chicago Tribune* says, "The story grips you with poignant pity. The last page gives you the same sudden unforgettable wrench you experienced in 'A Farewell to Arms.'" *Watch this book! It may be the surprise of the summer.*

FIVE FAMOUS WOMAN WRITERS PRAISE
KATHLEEN COYLE

Rebecca West:

"Kathleen Coyle is a writer of such subtlety that for our own sakes we must watch her eagerly."

Fannie Hurst:

"I know of no novelist who could have taken a story full of treacherous possibilities for the defeat of its creator and come through the magnificent victor Miss Coyle has!"

Zona Gale:

"Everyone who looks for and recognizes distinguished fiction is going to know her."

Inez Haynes Irwin:

"I am completely charmed. She has everything—style, atmosphere, characterization. Her style is all her own and it is a charming one."

Ida Tarbel:

"Good thinking, fine feeling, and first-class writing. She deserves readers."

To be published June 3rd \$2.50

DUTTON

**WAR
IS
WAR**

By Ex-Private X

Two comments that say more about this book than we can. R. C. SHERRIFF, author of *Journey's End*: "This is the English ALL QUIET, but more outspoken and uncompromising, and carrying greater conviction as a human document. No one could find it anything but enthralling." RICHARD ALDINGTON, author of *Death of a Hero*: "He has come the nearest of anyone I have read to giving the life, feelings, and miseries of the armed civilian in the line. For vividness and accuracy, I think his accounts are absolutely first rate. I would give it to my son, if I had one."

To be published June 10th \$2.50



*Next Week
.. May 31st'
in the
Publishers' Weekly*

**DOUBLEDAY,
DORAN**

*will make an
ANNOUNCEMENT
of revolutionary
importance
to the trade*



TO BE PUBLISHED ON JUNE 6TH, 1930

"An extraordinarily interesting biography of one of the greatest American families that will appeal to the whole country."—The Retail Bookseller.

THE ADAMS FAMILY

By JAMES
TRUSLOW
ADAMS

☛ *Booksellers and Jobbers will receive an additional discount of 5% from the list price (20 cents per copy) on all copies ordered from us before September 1, 1930.*

LITTLE, BROWN
AND COMPANY
Publishers, Boston

A distinguished historian, who is not in any way related to the family about which he writes, here presents, clearly, fearlessly and delightfully, great personalities in the growth of our nation.

The First Generation:

JOHN ADAMS, 1735-1826: patriot and second President.

The Second Generation:

JOHN QUINCY ADAMS, 1767-1848: diplomat and sixth President.

The Third Generation:

CHARLES FRANCIS ADAMS, 1807-1886: minister to England.

The Fourth Generation:

HENRY ADAMS, 1838-1919: author of "The Education of Henry Adams"; BROOKS, 1848-1927; CHARLES F. II, 1835-1915; JOHN Q. II, 1833-1894.

(Charles Francis Adams, Secretary of the Navy, is of the Fifth Generation)

*An Atlantic Monthly Press Book
With 12 illustrations. \$4.00*

First Printing 50,000

WILD WIND

By
TEMPLE BAILEY



Publication Date—September 26

McCall's Magazine, in which this story is now appearing, say that it is the most successful serial they have ever published

They have paid more for the serial rights than was ever paid for any similar story

\$2.00

THE PENN PUBLISHING COMPANY
PHILADELPHIA

FARRAR & RINEHART, INC.

Announce

The Most Important
Publishing Innovation
of the Century . . .

NEW NOVELS

\$**I**

AN amazing bookselling opportunity — an unprecedented departure in fiction publishing. New and forthcoming novels by some of America's leading authors at the remarkable price of one dollar, to be released this summer and autumn.

See next page for complete details



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FARRAR & RINEHART

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A Birthday Announcement

READING FOR ENTERTAINMENT! has been our editorial watchword since the creation of our imprint just a year ago.

We believe that the American public is finding more and more leisure for the enjoyment of reading.

Still other thousands should have the pleasure of stimulating romances, adventure stories and mysteries: this fascinating literature of escape from the rigors of daily living.

We believe that the public for these books has barely been touched in the past.

We are creating the \$1 price for new fiction of this type because we believe that countless more people will be able to afford the pleasure of reading good new books by our popular authors.

We therefore present what we consider one of the strongest lists of popular and attractive fiction ever published

—and at \$1



Each book will be a large 12mo, 1 1/8 inches bulk, cloth bound, color wrapper; maintaining in every way the standard of our past manufacturing.

fr

FARRAR & RINEHART

fr

YOUNG MAN OF MANHATTAN

By Katharine Brush. The year's most sparkling romance. The story of Toby McLean and Ann Vaughn reveals a modern love conflict that is capturing the minds of thousands. *June 6*

\$1

MURDER IN PARIS

By Alice Campbell. A rapid-fire mystery by the author of "Juggernaut" and "Waterweed." Against a background of French boulevards and apartments an American heroine is caught in the toils of intrigue and crime. *June 6*

\$1

THE DOOR

By Mary Roberts Rinehart. Her most popular mystery novel. A triple murder plot with swift action, an unguessable solution, humor, and the characters for which Mrs. Rinehart is famous. *June 20*

\$1

THE IMMEDIATE FAMILY

By Nalbro Bartley. Filled with attractive characters, with a double love story and the problem of a modern girl attempting to escape from family restrictions—by far her best novel. *June 20*

\$1

LOYAL LOVER

By Margaret Widdemer. Miss Widdemer's gayest romance in which her heroine faces the age-old decision between love and duty and finds happiness without a compromise. *July 3*

\$1

FATHER MEANS WELL

By Hugh MacNair Kahler. The first novel by the famous short story writer. Gay, adroit, appealing. A managing father and a lovely daughter who refuses to be managed. *July 18*

\$1

THE GAY PROCESSION

By Norma Patterson. The author of "Jenny" writes a novel of character and romance in which a young girl takes the cares of the world on her shoulders and achieves happiness and real love as well. *August 1*

\$1

THE EPPWORTH AFFAIR

By Innis Patterson. Introducing a sparkling new detective "Sebald Kraft" in a Westchester murder mystery that has smartness, adroitness and real quality in the writing. *August 15*

\$1

BIG BUSINESS GIRL

By One of Them. Sensational, daring, brilliant is this anonymous novel of the new woman's adjustment to life and love. *August 29*

\$1

See next page for other titles

fr

FARRAR & RINEHART

fr

END OF STEEL

By Courtney Ryley Cooper. Strong adventure with a touch of mystery and love. Mr. Cooper knows his Canadian Northwest as do few other men. *September 12*

\$1

THE COMMODORE'S WOMEN

By Robert J. Carse. The author of "Horizon" writes a true narrative of the rise of an ambitious man from the navy to power in the merchant-marine and of his passions and his one real love. *September 26*

\$1

ROMANCE PRESCRIBED

By Eric Hatch. A love story of sophisticated dialogue and refreshing wit by the author of "A Couple of Quick Ones." *October 10*

\$1

MY AUNT ANGIE

By Roy McCardell. Praised far and wide, from George Ade, Harry Hansen, Will Cuppy, Mencken, etc., etc., as one of the great masterpieces of American humor. *October 24*

\$1

ALL THE KING'S HORSES

By Margaret Widdemer. We confidently expect this new romance of Miss Widdemer's to triple her previous sales. As a serial it is proving by far her most popular story. *November 7*

\$1

THE SILENT WITNESS

By Melville Davisson Post. Blanche Colton Williams has said that Mr. Post is already "among the immortals." His brilliant technique has never shown to better advantage than in these fascinating exploits of the suave Colonel Braxton. *November 21*

\$1

THE WAILING ROCK MURDERS

By Clifford Orr. A new novel by the author of "The Dartmouth Murders" introducing "Spider Meech" and a completely new and refreshing ingenious twist to the story of murder and detection. *December 5*

\$1

We are also announcing two special non-fiction reprints at \$1.00. Herbert Gorman's best-selling life of Dumas, THE INCREDIBLE MARQUIS, will be published September 12. A VICTORIAN VILLAGE, the Memoirs of Lizette Woodworth Reese, will be issued September 26.

FARRAR & RINEHART, INC. • 12 East 41st St., New York

DOUBLEDAY, DORAN announces
for early publication . . .

3 Important Books on *Currier & Ives*



CURRIER & IVES: A CONTINUATION

This impressive volume, uniform in size and format with the first volume of *Currier & Ives Prints*, issued in December, 1929, which is now at a premium of approximately 1000%, will contain twenty-four prints in full color and one hundred and fifty-three prints reproduced in three color similtone. The text is by Harry T. Peters, and there will be included a new and corrected checklist. Edition limited to 500 numbered copies. \$75.00. Ready November, 1930.

A MANUAL FOR CURRIER & IVES COLLECTORS

Compiled by Jane Cooper Bland from the records of the leading print specialists, with a foreword by Harry T. Peters and other text. This volume will include the first priced checklist to include market prices for the last twenty-five years, and an accurate estimate of current values. The date of issue will probably be December, 1930, and the probable price \$10.00. There will be illustrations in full color of notable *Currier & Ives* prints. The edition will not be limited.

MR. CURRIER & MR. IVES *by Russel Crouse*

This sumptuous volume will contain, in addition to Mr. Crouse's fascinating and authoritative text, thirty reproductions in full color and black and white of *Currier & Ives* prints. The date of issue will be November, 1930, and the probable price \$5.00. There will be a limited signed edition of three hundred copies at a probable price of \$25.00.




Collectors of *Currier & Ives* prints, and everyone interested in American life, art and manners, will find in each of these books a unique and irreplaceable possession. The interest in *Currier & Ives* prints is now at its height, and we advise early orders to make certain of shipment in time for the Christmas trade.

DOUBLEDAY, DORAN & CO.
Garden City, N. Y.

NOTICE TO PUBLISHERS

The TRADE LIST ANNUAL for 1930 is now being prepared. Last year's Annual contained the price-lists of 298 publishing houses. This year it will have also the list of all the newly-formed firms of the past year.

As the Trade List Annual reaches every bookstore, public library and school board of buying importance in the U. S. and is in daily use for a year it behooves every publisher to contribute his catalog and thus have it on file everywhere for instant reference.

 *The fee for insertion is considerably less than the cost of postage alone to mail your list to these people.*

Further information on request.



NOW READY

Who's Who in Literature 1930

It is up-to-date and most useful for any Reference Library. Contains data relating to upward of 4,300 present day authors and writers in England and America; a list of Pseudonymous names with their real names; Letters of Distinction and what they mean, etc.

Octavo, 518 pages; cloth bound, \$5.00

R. R. BOWKER CO.

62 West 45th St.

New York

A GREAT MYSTERY SOON to be SOLVED

To the Trade: On June 20th, with the publication of Genevieve Taggard's *THE LIFE AND MIND OF EMILY DICKINSON*, the tragic mystery of Emily Dickinson, poignant figure in one of the world's most tragic love stories and author of some of America's greatest poems, will be solved. The book will reveal the true story of Emily Dickinson's mysterious love which, though never consummated, deeply colored her poetry and her life. The identity and name of this man is at present known only to Miss Taggard. "It is undoubtedly correct," Miss Taggard declares, and she has a sworn statement to verify her assertion.

» » This eagerly awaited book will be one of the most important literary documents of our time. Written by a poet of distinction, this book presents all the known facts, contains much new material never before made public and is at once definitive biography, penetrating criticism, and a faithful and living picture of the life and society which brought a poetic genius into being. » »

The ten years Miss Taggard has spent studying Miss Dickinson's life and work have produced a volume that will be read not only by Emily Dickinson's many admirers but, also, by those thousands of readers who will be moved by a story of tragic love rising above earthly frustration to the heights of great art and poetic genius. *THE LIFE AND MIND OF EMILY DICKINSON* is an important book and I solicit your cooperation in securing for it the market it deserves.

Genevieve Taggard

8vo. Cloth. About 400 pages. Fully illustrated. \$4.00 net.
200 copies uncut and signed by Miss Taggard. \$7.50 each.

ALFRED • A • KNOPF • 730 Fifth Ave., N. Y.



One Year Old on June 6th



It's been an exciting year—and because of the book-sellers' help, a very pleasant one. We've been fortunate, too, as this list of best-sellers shows:

JANUARY

Young Man of Manhattan, by Katharine Brush

FEBRUARY

1. *Young Man of Manhattan*
2. *Humanism and America*, edited by Norman Foerster
3. *My Aunt Angie*, by Roy L. McCardell

MARCH

1. *The Door*, by Mary Roberts Rinehart
 2. *Young Man of Manhattan*
 3. *Humanism and America*
- AND--The Book League Selection, *A Gentleman Rebel*, by John Hyde Preston!

APRIL

1. *The Door*
2. *Loyal Lover*, by Margaret Widdemer
3. *Love in the Machine Age*, by Floyd Dell
4. *Young Man of Manhattan*

MAY

1. *The Door*
2. *Loyal Lover*
3. *Anthony in the Nude*, by Myron Brinig
4. *Young Man of Manhattan*

AND--The Pulitzer Prize Play, *The Green Pastures*, by Marc Connelly!

AND--The Literary Guild Selection, *Hot Countries*, by Alec Waugh!

Remember *The Incredible Marquis*, *The Romantics*, and *A Victorian Village* in the fall—and they're still selling!

WATCH FOR THE FALL LIST
FROM FARRAR & RINEHART, Inc.
 12 East 41st Street, New York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 24, 1930

The Whaler Book Shop

Helen E. Ellis

THE two air castles that I had always longed to build were a hardware store, and a bookshop. The first of these, fortunately, will remain ever in the clouds of my imagination; the second has become an actuality in the Whaler Book Shop, Incorporated, in the city of New Bedford.

I often wonder if all the shops and stores I see on city streets have had the same exciting adventures that the Whaler Book Shop had; whether those who own these numerous business concerns have had the fun, the anxiety, the excitements and the deep satisfaction that has been the background of the humdrum business days of the Whaler!

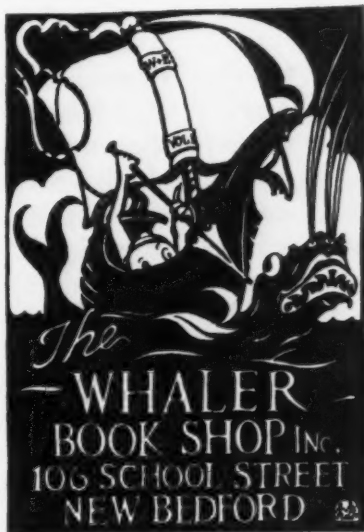
Imogene Weeks and I are the two maiden ladies who run the Whaler Book Shop, and our own castle in the air has proved to be quite a solid building standing on terra firma, holding its own, and even more, in the business world.

During the last ten years it has become quite the thing for women to enter the shopkeeping world, especially to go into the book business; in fact, bookselling is becoming a more popular business, not only for women but for men. It is well known that during the last ten years, in most of the larger cities in this country,

the bookshops have increased in number, and are improving in the stock of books and the quality of persons in charge. Therefore, we cannot claim any originality in choosing the book business. Many people, especially those who know the business conditions of New Bedford,

wonder at our choosing this city. On the surface it does seem a strange place to start any business at the present time when the cotton mill industry is at such a low ebb, making the retail business throughout the city very dull. However, our decision to open our shop was made before the strike, and we felt that there was room in New Bedford for a bookshop, not only because there was only one bookstore here, but also because we felt that the summer business in this city had unusual possibilities because of the many summer colonies within easy reach of this center.

A city with no college and a large mill population does not, it is true, seem exactly the type of city where a bookshop would flourish. But in reality the people who make up the reading population are glad to have the new books within easy reach, and the city itself is so uniquely situated on the shore of Buzzards Bay with a delightful climate throughout the year, that we were tempted to settle here and it has



The Sign: the idea was taken from an old Bible illustration of Jonah and the Whale



The Whaler Book Shop exterior. A ship's carpenter built the house. There are two entrances to the bookshop

certainly proved a very charming city to live in. The large cities in this country, especially in the East, are rather overstocked with small bookshops, but the small cities need attractive bookshops, where books may be seen and examined at leisure, where there is an atmosphere of quiet enjoyment.

The year before we opened the doors of the Whaler Book Shop we visited countless bookshops and the publishing house world. On all sides we were given the most cordial reception, and what was more to the point, information and advice. No one could have been told more fully of what to expect than we were. I must confess that many people gave us very little encouragement—in fact, they told us quite frankly that we were crazy to give up perfectly good salaried positions for an uncertainty, and from a practical standpoint of dollars and cents they were undoubtedly right. But from the standpoint of health and happiness the bookshop wins out!

After much thought we decided upon a name. The Whaler seemed an appropriate title for New Bedford, and I worked on the sign, taking the idea from an old Bible illustration of Jonah and the

whale. An old sea captain looked at the sign soon after it was hung and said, "That lady may know something about books, but there is one thing sure, she doesn't know much about what a whale looks like!" However, the sign looks quite attractive in its gay colors of blues, red, gold, and white, and the black and white cut of the same design makes a suitable letter head and trade-mark for general use.

After many hours of searching and of interviewing owners and real estate agents, we at last hit upon a house overflowing with possibilities. The night after we found this house, we lay awake all night bringing our castle down to earth. From then on we had a wonderful time. To be sure, we struck many a snag. There was the furnace. The owner of the house did not agree with us about the type to be installed; and in consequence, we are now in constant despair trying to keep

an even temperature in our shop. But such mundane affairs will intrude themselves in these earthly castles! On the whole, this old house with its beautiful old fireplaces, and its lovely woodwork and old staircases lends itself perfectly to the atmosphere of a bookshop. The old basement kitchen with its Dutch oven fireplace, and its entrance from a small stone-tiled side courtyard with large granite posts on either side of the entrance, makes a perfect setting for the Lending Library. Being a craftsman by trade, I made out of soft pine, some copies of early American dressers to hold the books, and for the center I made also a table of the same type with a bench which fits well into the room. But the real charm of the room is derived from the lovely simplicity of the woodwork and the proportions of the fireplace and the room.

Our main shop rooms are really wonderfully well adapted to books; the light is good, there is plenty of room for people to wander around, and there are comfortable chairs to sit in and read to one's heart's content. We have the simplest kind of shallow book shelves with cupboards underneath for storage. In the center of one



Copies of early American furniture add to the attraction of the Lending Library Room.

room we have a table which has large space on top for books to be easily seen, and underneath are shelves and cupboards. This table is on invisible casters, and also divides in two sections so it can easily be moved to the side of the room when floor space is needed.

We discovered, of course, that our biggest month for sales was December and our children's department does its best business at that time. In our children's department we have built up a pretty solid stock of classics and the standard works that all children should have as a background for their reading.

In the other departments as yet we have felt the necessity to keep on hand only the new books that are in demand. The fiction is the greatest problem with us, and we are learning every day more wisdom about the selection of it. However, we do try not only to have the best sellers but also a variety of stock, and I think, for this reason, have much more to choose from than the average small store. One of our rules which is not approved by most booksellers is to have on display only one copy of a book, and we keep in the background all our extra copies. In other words, we never have a pile of one best seller. I think many people for this reason get the impression

that we keep only one copy of a book on hand and are greatly surprised that we have a supply in the background. But if it were not for the fact that we are building up a business supplying libraries, I think that on many occasions we should be caught with our fiction, because we find that our customers as a whole are looking for the more serious books and we do fully as well with non-fiction.

We have very few reprints but we do keep a great many of the classics in the cheap editions and of course the *Modern Library* is always in demand.

We started by using newspaper advertising but at the end of our first year we decided to drop all newspaper advertising and concentrate on our own mail advertising so that now, except on special occasions, we never appear in the newspapers and we cannot see that for this reason we are losing customers.

We have had several book talks, and on these occasions we squeeze in as many chairs as possible, and our bookshop friends and acquaintances seem to enjoy these informal occasions even if they are crowded. Before the speaker begins, we serve tea upstairs in our living room and have a thoroughly good time in an informal way, without thinking of business.



One of the main rooms. The old tinted picture of "Penny-Wing School" is hung under the Willard clock.

During February, March, April, and May so far our business has been extremely dull, and we are this year making a special effort to have our book talks come during this season in the hopes that we can stimulate the interest in books here. We are having Nancy Byrd Turner this month, Henry Beston next month and Rev. Charles Park in May. Mr. Park is to speak on Anne Hutchinson, Anne Bradstreet, and Margaret Winthrop. Mr. John R. Oliver comes in June. Business with us picks up in June and our July, August and September are extremely good business months. We are hoping to have Rachel Field come to us in the early part of July and we are having an informal tea in August for Mrs. Rinehart to meet some of our book friends. We find that these occasions do more to help our business and stimulate an interest in our shop than any other form of advertising although we do send special letters out about special books and have had good results.

We expected to have a greater demand for whaling books and marine books in general than there has been. This may be due to the fact that we have been able to stock very sparsely in this variety of book owing to the cost. However, we shall build up this department more and more because we feel that for this locality it is essential to have such books even though the demand is not great. Of course "Moby Dick" always goes very well and many

books with local color are in demand.

We have been fortunate in having on exhibition some of the paintings of Clifford W. Ashley who is a resident of New Bedford. These paintings have been a delightful addition to our shop. When Mr. Ashley's new book "Whaleships of New Bedford" came out in November, it was an added attraction to have on our walls some of the original drawings from this book and to have autographed copies on sale.

Last summer we tried an experiment of having summer branches of our Lending Library. We had one in Little Compton, Rhode Island, one in Bass River, one in Barnstable, and one in Vineyard Haven, Martha's Vineyard. We put these libraries in largely to make ourselves known in the outlying districts. We found that it was worth while but we are going to concentrate this coming summer on our Bass River and Vineyard Haven branches.

We are convinced that our business here depends to a great extent on our summer customers and for this reason we shall make a special effort to enlarge this side of our venture. Out of the twelve months of the year so far, our business has been good in July, August, September, October, November, December, and January. I feel convinced that if it were not for the business conditions throughout this section of the country being so extremely poor, especially the cotton business, our business

throughout the other months would be much better.

The problem of a showcase window was quite a difficulty, but we solved that by cutting an opening under the front stoop and now we have a delightful space for showing our books, and at night, with the electric lighting, it makes a bright spot on a street not yet supplied with many shop windows.

We stop and think at times of the little old schoolhouse which stood on the spot that our shop now occupies. A picture of this same schoolhouse was given us by our near neighbor and hangs now under our old Willard clock. We wonder whether the schoolmaster in his day got as much pleasure from his teaching as we get from our work. It may interest you to hear that this schoolmaster, one Cornelius Wing, charged a penny a day for his instruction, and in consequence the school was called the Penny-Wing School. Its authentic name was the Friends' School. Afterward when it moved from the site of our shop it became the Friends' Academy.

A ship's carpenter built our house, and to him is due, in great measure, its attractiveness; as a matter of fact, it gives the impression of belonging to a much earlier date than it really does. The fireplaces and wide floor boards suggest an early period. The huge beams in the attic are fastened with wooden pins. The front hall with its fine old stair-case and mahogany stair rail suggest immediately all the good things in architecture for which the New Bedford houses are famous. In the rear of the house we have a small yard, the size of a special delivery postage stamp, which we are gradually making into a garden. An old stump of a cherry tree furnishes an attractive center around which we are planning the garden. This stump is covered with a beautiful fine leafed Scotch ivy. With the kind assistance and advice of a landscape gardener friend, we are hoping to make our small garden a spot where many will enjoy a book on a summer day.

So we continue to have dreams which are gradually coming true.

Small Bookshop Management

Franklin M. Watts

CHAPTER II

Survey of the Market

THE retail book business in the United States is estimated at approximately \$1 per capita, after subscription books, textbooks, and technical books are deducted. This business has been increasing at a rate of approximately 8% per year since 1919. Some years show greater gains than others, but the trend is unquestionably upward and will continue to be.

Before opening a new bookshop it is essential to make a careful survey of the market. Chain stores have developed a technique of estimating business in a community that is very accurate, but the demand for books is so flexible that no approach to accuracy can be made. However, some of the factors of a survey can be discussed. The first thing to do is to estimate the existing agencies for the sale

of books in a community. This should be done on paper in order to insure thoroughness. Some of the things that can be learned by even a casual observer of stores are:

1. Volume of business done by each competitor. Go into a store from three to four for three days. While in there always buy something, but look around. Estimate the amount of business done in the hour. Do this three times then strike an average. One fifth of the day's business is usually done in this hour. If the month is any but November, December or the summer months when sales are abnormal—multiply the average for the three days by 1500 and the business will probably be within 20% of accurate. In other words if you find that one day one hun-

dred dollars was done, the next ninety, and the next one hundred and ten the average would be one hundred. This would give a store about \$150,000 a year—which would be one of the largest in the country.

Another way of estimating would be to make an estimate of the amount of stock that is visible. This would not be difficult to do within 10%. If the store seems to keep everything out and is progressive multiply by 2. If it obviously keeps stock elsewhere multiply by 4. If the store is evidently very well managed and has little accumulated stock and a stock room multiply by 6. This is not any more accurate than the first but it at least is better than making a wild guess.

2. The inventory method of estimating sales will also give a fair idea of the type of stock carried, its age, and the method of housecleaning. Fresh, new books always appeal while old books don't. This information will be important and valuable. Also by estimating the amount of stock carried, it will be possible to judge whether you have sufficient capital to compete with such a complete stock. Always figure stocks at retail prices. Recent fiction is worth about \$2.50 per volume—the number of volumes can be counted—the number of shelves counted.

Most stores sell their stock twice a year. This varies but not greatly. A few stores only sell a stock once a year. Some, very few, can show a turnover of over 2 a year.

3. Type of stock carried.

Even a short visit to a bookstore can reveal the type of books carried as:

Fiction—a. Men's fiction, Women's fiction, or literary fiction, or all three types and the amount in each type.

Non-fiction Extent of biography, world events, popular science, literature, and special appeal books such as limited editions, art books, etc.

Juveniles Completeness of stock.

Books of merit—appealing to the more educated parent who studies children's reading.

Books of popular appeal—generally much more popular and appealing to a larger market.

4. Type of Service to the Trade. What type are the salespeople? Are they alert? Do they rely largely on knowledge of books? Do they talk up their books in-

terestingly? Are they interested in getting the right book to the right customer? Do they inspire confidence?

5. Groups appealed to. The information gained in the above classifications will then give a clue to the type of clientele appealed to and the type which the shop can best satisfy. The shop can appeal largely to women who buy the lighter novels and juveniles predominately.

It can appeal largely to men who usually buy action and mystery stories, biography and non-fiction.

It can appeal to the connoisseurs of books. These people make the book business possible. Their constant purchases will make any good store better. They demand and seek shops of high grade service and clientele.

It can appeal to sophisticated youth. Tastes in fiction in this group run to the Hemingway-Cabell type. Girls like poetry and young men often like non-fiction of the more cryptic type.

6. The next step in the survey is to decide whether all of the stores—each of which should be analyzed according to the method given or to some similar method—cover the market adequately. If the total estimated market is up to or above the normal—of \$1 per capita then the only hope for a new shop to fill a vacancy is for the prospective owner to see how adequately the types of book buyers are covered. If a large group is neglected there is a possibility of filling this gap.

The next step is to study locations. There is a possibility that while the existing agencies cover the total market well, there is a location in the city which would draw a new clientele.

Volume of Business Expected

With this survey made, estimating the possible business for the first year will not be difficult. It is not very likely to be accurate—It will be easy to over estimate. Let us assume, for the sake of illustration, that we are studying a city of 100,000 people. There are three stores serving the trade. One is a department store, one is a stationery store and one is a simon pure bookshop. A survey reveals that the department store does about \$20,000 a year and appeals to women and sells largely popular copyrights, inexpensive juveniles, and current books. The sta-

tionery store carries a general line but appeals to the more conservative trade. For example it seems to have the Bible and religious booktrade and to do some business in better juveniles due to the large stock rather than to an especially discriminating selection. This store does about \$30,000 a year as the stock inventories about \$20,000 retail and it seems to be between the very slow of a one turn and the more general turn of two turns. The large selection of Bibles evidently helps slow down the turnover.

The bookshop appeals directly to the young smart set of the town. The manager is a young woman from one of the best families who has modern ideas. Her shop is decorated in the modernistic manner. Modern limited editions and illustrated books are stocked heavily. Her shop does a big business with the *Modern Library* but she does not carry a single 75c., popular copyright or a 50c., juvenile. As her stock must inventory \$10,000 and her trade seems steady and stock quite clean of dead titles although she has operated two full years, her business could be classed as \$20,000 a year.

This survey reveals several gaps. First of all there is \$30,000 worth of possible business not going to any existing shop every year. It also shows that no store is making any strong bid for the trade of men. No store is aggressively seeking the large business available in better juveniles. These fields can be combined without much difficulty. If the beginner has \$5,000 to invest in books after fixtures and supplies are bought it would be a safe estimate to say that the first year would show, under good management about \$15,000 worth of business. If the location and other expenses would not permit a shop with this volume then it would not be advisable to start. A discussion of other factors later in this series will more clearly bring out this fact. Also a discussion of the rental library will show one way to permit a store to start when book sales alone would not permit a success.

Profits

A small bookshop with one assistant or not more than three assistants should show a 10% profit on the volume of business, profit above all expenses. This is the owner's share, and any salary or drawing

account for the owner should not be deducted from profit. In other words a \$15,000 business in the average city will bring \$1500 to the owner as the entire compensation for capital and services.

Early Help From the Community

In smaller communities the starting of a well-equipped bookshop can become almost a community venture. The first step is to become acquainted with the editors of the papers. They are almost invariably men who are interested in any bookstore. By being honest with them they will often become real boosters and will give the new shop considerable publicity.

Quite a number of booksellers write book reviews for the paper gratis. This is appreciated, and editors will be glad to give the shop a little publicity for this service.

Another person to meet and know is the librarian. She (or he) is naturally intensely interested in any agency which will increase the sale and use of books. She can give a good indication of the interest in books of various types. Also she might go so far as to tell the names of the people of the town who buy books.

The next step is to know the ministers who are good readers. In almost every city there are a number of ministers who are excellent book customers. They are invariably intensely interested in the community's welfare and will be excellent people to know. The superintendent of schools and principal of the high school can be of real assistance. If there is a college in the community or near by, by all means meet the president and the librarian and as many of the faculty as you can.

Literary clubs are generally a disappointment. The women are often too much interested in having someone tell them about a book so they won't have to read it.

The most certain way to early success is to secure the trade of a few of the really large book buyers of the community. (It is not unusual for a shop doing some \$15,000 a year to have several customers who buy \$250 to \$500 worth of books a year). If necessary wire for books for him. Give him such fast and intelligent service that he will depend entirely on your service and advice.

Identify yourself immediately with the best interest of the town.

College Booksellers Convene

The 8th Annual Meeting of College Bookstore Association Was Held in Houston Hall, University of Pennsylvania, From May 15-17

I.

MEETING for the first time as a convention group separate from the annual A. B. A. Convention body, 70 college booksellers gathered in Philadelphia on Thursday, May 15. All members of the College Bookstore Association, they met under the leadership of Paul B. Hartenstein, President of the Association and also their host. Mr. Hartenstein is the manager of the Houston Hall Store, the bookstore of the University of Pennsylvania.

After luncheon on Thursday, with Phelps Soule, manager of the University of Pennsylvania Press, as guest of honor,

the delegates went into meeting. The first speaker on the program was Dr. H. A. Cochran, Assistant Dean of the School of Commerce at Temple University, who talked on "Methods of Obtaining Lists of Book Requirements from Faculty Members. Dr. Cochran stressed a friendly, co-operative relationship between store manager and faculty.

Dr. J. Russell Doubman, Professor of Merchandising in the Wharton School of Finance and Commerce, University of Pennsylvania, spoke on "Principles of Merchandising and Advertising as Applied to the College Bookstore."

Principles of Merchandising

Dr. J. Russell Doubman

I SUPPOSE, in a sense, that many of your stores have grown in much the same way as the modern drug-store, and those which have not grown out of the bookstore stage will contemplate side lines from time to time. It seems as though this is rather typical of a new merchandising era. There are those individuals who claim that these side lines are interfering with their book sales or that they take entirely too much time for the sales force. It is not my point to argue your right to these facts but merely to ask you to open your minds and to refuse to condemn the new merchandising scheme of things without a trial.

The real difficulty, as far as I can see, with those who remain static and refuse to accept this new point of view, is that they do not wish to accept advice about anything. I have seen managers of stores refuse to use material of an advertising nature which has been experimented with and known to be good simply because of some impression which they have about its

lack of effectiveness. It is up to us to be open-minded and to be willing to cooperate in all ways possible with those who have real merchandising knowledge.

Retailers must jar themselves out of the old rut and try new methods. The first idea, therefore, is one which deals with research and the willingness to experiment. No business can long succeed without imagination and vision, and those who refuse to experiment refuse to progress.

We hear much of the new merchandising. Merchandising, as I see it, means all those activities which become necessary when the duty to the consumer first becomes necessary. This therefore means that merchandising divides itself logically into several points. First, a salesman today must realize that he is in a changing world. The radio, the talkie, good roads, automobiles, short skirts or long skirts and a thousand other changes have not been invented by any one type of store. But some stores take advantage of these things and they learn how to appeal through

them. Now, as you go from college to college you see what the other stores are doing—what the best retailers in your trade are contemplating. The question for you to ask yourself is this—"Am I keeping these things secret or am I willing to use them in my store experimentally"? This experimental idea is causing Gotham, Dennison and Stetson to spend thousands of dollars simply to find out what their public want, and yet many merchants in a college town refuse to understand their clientele. You know that some merchants are naturally unprogressive. They may be good merchants but they have failed to live up to present day conditions. Old-fashioned ideas are passé. Don't turn down salesmen who come into your store without a hearing. Each one has a message, and unless you listen to what he has to say, you are the loser. Intelligent buying demands that you hear what each salesman has to say.

Second: The salesman must realize that merchandising means those relationships between competitors and distributors and those relationships which affect the consumer. Under the first we must understand sales, attitude toward competitors, credits, improvements in production, pricing, trade activity and allied problems. Under the second group we must consider the relation of the retailer with consumer, the final point of contact in the sale of any article. Here is our problem as merchandisers. We must know the store, the display, the layout, the product as to quality, design, finish, style, price (cost or installment) and service. Then the salesman and his relationships with customers, the needs and wants of consumers, the advertising and publicity and good will. Your job is not complete till you become acquainted with all of these problems. Each represents a course of study in itself. Yet I find that the sales force rarely make any attempt to demand help from their salesmanager in any of these ways. Two years ago in Providence, at a training course which I helped to conduct, I had an example. I talked on the use of a merchandising library. The salesmanager had put in a remarkable series of business books for the use of his sales force. He had requested me to check on the use they made of books,—books such as "The Economics of Style" by Nystrom, "Installment Sell-

ing" by Seligman, marketing, merchandising, advertising and sales texts by unnumbered authors and trade publications. He felt they had not been read, much less studied. In quizzing the force, I asked simple facts explained in the books. To get evasive answers and to get the force relying on experience and condemning me when I opened the texts to a simple statement of the answer was particularly enlightening. It's a tough job trying to find whether salesmen would rather read or listen. It's a worse job getting them to make use of their information. If you are seriously in the sales field, these new books are your stock in trade. It may be time to take an inventory.

When you see something to correct about a man's store, why not tell him? As a rule store exteriors are not perfect—in fact, the paint may be dull and the store entrance obstructed by a post or a display box or a series of steps. Then the window display may need a going over. I thought fewer goods should be placed in the windows of a certain drug chain, but they held out for a diversity of display. They were right but research proved it. There's the big point—they were willing to experiment! We put both kinds of windows in and we knew finally just what the correct answer was. Now I ask you to look at your displays. Do you study possible layouts and effective colors? Who is better equipped to do this than your store authorities and your sales department? I know men who couldn't tell you whether their retail customers looked at the display windows or not, much less what should be placed in them. The interior of the store ought to come in for its share of helpful suggestions. A bookstore without counter displays is lost. At the same time, I have gone to many bookstores and have found counter displays, worth a considerable amount of money, simply going to waste because no one had enough interest in their value to use them. People in this day and age must have things called to their attention because there is so much which is competing for their attention, and unless you use every means at your command, you will lose out in the long run.

When it comes to advertising, I know that many of you feel that people have to get their books at a college bookstore and for that reason any amount of advertising

which you may do is so much wasted effort. Of course, in an instance such as the University of Pennsylvania and the competition which is afforded, we know that this is not true. As a matter of fact, advertising is a necessary good will measure in order to keep the students sold year after year. It aids in the registration and final sale of books. The nature of this, of course, will vary. Many book concerns give very little help to the bookstores in the matter of booklets and stuffers, but a retailer ought to have these things and the progressive book dealer is going to see that he is kept supplied with them. Cuts which can be used and suggested ads for use in college publications for the most part are anything but lost effort. The accumulative value of advertising is a thing which is beyond the need of proof now, and we find that those who refuse to advertise are standing still and those who will advertise are pulling additional business. Direct mail suggestions, possible lists of prospects and how to appeal to them are all necessary parts of the retailer's problem and any problem which is the problem of the retailer is the problem of the person who is doing business with him. I have found that in some of the smaller college towns there is an entirely new field of popular fiction sales possible to the town's people, which has never been touched by the College Bookstore because it has felt that its place was merely in the college grounds.

How few people really understand correct reading! How few people know what things they should read, not only in the matter of fiction but in the matter of the classics! Booklets, letters and portfolios which could be used in direct mail by retailers at your suggestion ought to be worth their weight in gold. I feel that for the most part you have left the consumer out of your calculations. You forget that his reactions are predictable, and in most schools where you happen to be working, you will find that it is perfectly possible to determine reactions by taking selected groups and working with them experimentally.

As to your sales force. Here is a problem which seems to me should indeed take up the major portion of our time in a discussion such as this. The traits which they possess; their ability to make friends; how

they impress their prospects; their dress and all the things which go to make us understand human nature and how to appeal to it. Our sales forces are always dealing with the intangibilities of human behavior. It requires time and thought to do a good sales job and you, as managers, will do a good sales job only as you become sold on new ideas. Of course, the salesman who visits you must get rid of the old policy of loading you up and then allowing you to dispose of the goods as best as you can, but at the same time, you as a retailer do not have to fall down on the job and forget that you have a duty to yourself to sell as much material as you can and in the best possible way.

Discussion

In the open discussion which followed Professor Doubman's talk the question of chain stores came up, the question asked being "Shall we support the chain stores or the independent retailer and what is to become of the chain store in ten years?" Professor Doubman was of the belief that the chain store was in the ascendancy. He pointed out that the effective simplicity of chain store merchandising methods, book-keeping etc., are the result of hiring the best business brains in the country to work on the problem, that the chain store system is a triumph in aggressive experimentation and research. He deplored the general attitude of the independent retailer who said "No, I'm not going to paint my store red because a central organization office tells me so." At the same time, Professor Doubman gave full recognition to the service rendered by the independent retailer, but opined that to exist they must consider this whole business of the chain store versus the independent retailer not in terms as such but in terms of selling ability and the recognition of it. He prophesied the banding together at some time in the future of the independent retailers, for the purpose of community buying.

The place of textbooks in the college store was discussed, the conclusion being reached that they should be in a less convenient place so that students would have to walk through the other departments to buy these necessities.

Fred H. Tracht of the University of Chicago Bookstore talked briefly on "Circulating Libraries in College Bookstores,"

a subject which he discussed in the *Publishers' Weekly* of March 15.

Oscar Willman, manager of the Students' Book Corporation at the State College, Washington, and President of the Western Division of the College Bookstore Association, briefly summarized the results of the three day spring meeting in Pullman, Washington, of his group, giving as the four major subjects discussed: 1. The operation of the Book Exchange Warehouse in the western district; 2. The Training of Employees; 3. Stock Records

and Control, and 4. Standardization and Combined Buying. This last subject was a most important one for the western group in as much as large areas made some such arrangement as combined buying almost imperative. The western group will meet next year at Berkeley, California, provided that the entire Association elects as a next year's meeting place an eastern point.

On Thursday evening, May 15, the delegates dined informally at Bookbinder's famous restaurant.

II

The round table discussion on Friday morning May 16, with O. G. Sawyer, presiding, chairman of the Committee on Relationship with Publishers, considered the general subject of "Relationships with Publishers." Martin M. Foss, President of McGraw Hill Book Company, Inc., the principal speaker, mentioned the new spirit which he felt was entering these relationships, and urged college booksellers to promote books for undergraduates generally, to make constant effort to sell more required books, more non-required books and to push the trade book department.

Many questions were asked. Mr. Foss was asked whether or not the National Association of Book Publishers had ever considered the problem of publishers being allowed to sell textbooks direct to the professor, thereby cutting out the natural outlet of the college bookstore. He did not believe they had and recommended this as a good subject for presentation to the Association for consideration.

The problem of uneven discounts to bookstores from various publishers was discussed. The state of things seemed to be that eastern college bookstores were, as a rule, getting twenty percent while middle western and western stores were being allowed twenty-five. Also the general feeling was that if publishers were not going to allow the usual twenty-five percent discount on trade books, used in some instances as texts by college stores, the stores must inevitably be forced to buy from the jobbers, which indeed they are now doing.

Returned books came up for discussion with Mr. Foss when President Hartenstein asked him if the twenty percent return in

sixty days was a hard and fast rule, and if it could not be broken in meritorious cases upon arrangement mutually beneficial to both the store and the publisher. Mr. Foss declared this to be impossible from the publisher's point of view, for were the existing return agreement changed he would be protecting not merely one store but several, and would thus lose his hold; his own books being inevitably cleaned out of the store and the rival book slipping in. Before this rule, in face of present day competition, could be relaxed, Mr. Foss declared, all publishers must agree to it and be willing to enter the same boat together. The possibility of extending the return limit, say over the space of one school term when the book would be in use, was brought up as a possible solution, but Mr. Foss pointed out that such a scheme would force the publisher to reopen his long-closed books and introduce into his system endless complication. Then the suggestion of increasing the time limit to ninety days was brought forward. No decision was reached on this problem, but the Convention authorized the Committee on Relations with Publishers to draw up resolutions on this subject and also that of discounts, stating what the Convention wanted, resolutions which would be presented to the N. A. B. P. Committee on College Books.

Annis O. Barney, Secretary of the Association and the manager of the University Bookstore, University of Vermont, Burlington, presented a summary of the questionnaires sent out recently to college bookstores by the College Bookstore Association.

The College Bookstore Questionnaire

51 Replies Received From Stores in 27 States (Condensed Analysis)

1. Ownership of Store.
 - 23 owned by the institution.
 - 17 owned by Cooperative Association.
 - 11 other types.
2. Location of Store.
 - a. 37 on the Campus.
 - 13 off Campus.
 - b. 5 in class room bldg.
 - 9 in administration bldg.
 - 9 in combination of above.
 - 6 in students' union.
 - 4 in dormitory.
 - c. 8 in store owned bldg.
 - 8 in privately owned bldg.
 - d. 13 stores have branches.
3. Management
 - a. 38 managers are men.
 - 14 are women.
 - b. 26 have ass't managers.
 - c. stores use both full-time employees and students.
 - Others use part time employees, full time employees and students in varying ratios.
 - d. 87 persons work in largest store.
 - 12 is average number.
4. Bookkeeping
 - a. Institutional Stores (23)
 - 14 have accounts kept at institutional business office.
 - 9 have them kept at store.
 - b. Cooperative Associations (17).
 - 3 have accounts kept at business office.
 - 2 are audited and paid for by institution.
 - 1 is audited and paid for by store.
 - 14 have accounts kept at store.
 - c. Privately Owned (12).
 - 7 regularly audited.
 - 4 not regularly audited.
5. Price Policy
 - 36 sell at cost, plus overhead, plus a profit.
 - 6 sell at list price.
 - 3 at cost plus overhead.
 - 3 at cost plus profit.
6. Advertising
 - 42 stores advertise on store funds.
 - 25 expect good will from ads.
 - 15 expect good will and sales.
7. Types of Merchandise
 - 39 carry textbooks and trade books.
 - 10 textbooks only.
 - 1 Trade books only.
 - 25 carry student supplies.
 - 33 Stationery and accessories.
 - 13 athletic goods; others carry also, candy, tobacco, clothing, antiques, office supplies, caps and gowns, musical supplies.
8. Discounts on Textbooks
 - 4 sell at list to students, faculty, departments.
 - 8 at list to students and faculty, but at a discount to departments.
 - 28 at list to students; at discount to faculty and departments.
 - 10 sell at a discount to all individuals or bodies in institution.
9. Textbook Ordering Method

Professor's estimate compared with information on registration; Past records are consulted for information about books, how important is professor's consideration of the purchase of a textbook, time of year book is to be used, cooperation of faculty.
10. Second-Hand Books
 - 38 sell second-hand textbooks.
11. Consignment Books
 - 22 stores sell these books regularly.
 - 6 sell them rarely.

Types sold; medical, law, and science books published by institution.

No store sells consignment books at a discount.
12. Trade Books
 - a. Sold by 41 stores.
 - 7 sell on consignment or special order only.

- 7 only small stock.
- 6 less than \$1,000.
- 6 between \$1,000 and \$5,000.
- 5 between \$5,000 and \$10,000.
- 8 over \$10,000.
- 2 over \$10,000 but inventory includes textbooks also.
- b. Discount.
 - 7 sell at 10% to 20% to all customers.
 - 7 sell at 10% to 20% to faculty and departments.
- c. 15 stores sell trade books on consignment.
 - 3 when author is to speak at college.
 - 2 sell the 80c. and \$1 series.
- 6 total trade book sales; 5 have 1% to 10% in consignment sales; 1 has 50%.
- d. 16 stores do not have special quarters for trade books.
 - 20 have special quarters. Six of these have only separate shelves.
- e. Opinions on trade book sales.
 - 11 good.
 - 2 good on low priced series.
 - 9 unprofitable.
 - 2 a necessity.
- 13. Auxiliary Enterprises.
 - 18 have lending libraries.
 - 6 have printing presses.
 - 1 has a book exchange.

The banquet held on Friday, May 16, at the Mask and Whig Club, with President Hartenstein as toastmaster included talks by Dr. Josiah H. Penniman, Provost, University of Pennsylvania, and Dr. Cornelius Weygandt, Professor of English Literature at the University of

Pennsylvania and author of "Red Hills" and "Tuesdays at Ten." Both speakers spoke reminiscently of early literary days in Philadelphia and Dr. Penniman's description of Walt Whitman at the Germantown Academy was particularly interesting.

III.

The final business session on Saturday, May 17, was devoted to the reading of the various reports, including that of Treasurer Ward Biddle, and the Committee on New Memberships. In one year this Committee has increased membership in the Association from 97 to 165. George H. Siebert, Editor of the C. B. A. Bulletin gave his report of the year and suggested that the number of issues per year of the bulletin be increased to seven with a raise in advertising rate.

O. G. Sawyer, Chairman of the Committee on Relationships with Publishers, presented to the Convention the draft of the three points considered in the meeting the day before. Put into resolutions form to be passed to the publishers for consideration they read:

1. That returns be accepted for credit within 90 days of receipt and provided that returns for any year may not exceed 10% of that year's net business.
2. That the publishers do not sell direct to individuals except at list, or to instructors at less than list price except for own personal use, unless it be to an institution that does not have either a privately or institutionally owned store that caters to the students' wants.

3. That all dealers place on their orders the following notation: That all trade editions be supplied at regular trade discount. If there are two editions the one carrying the lowest net price should be supplied.

ELECTION OF OFFICERS

For President: Ward Biddle, Indiana University, Bloomington, Ind., Vice-President: O. G. Sawyer, Duke University, Durham, S. C., Treasurer: Harold Smith, University of Minnesota, Minneapolis, Minn., Secretary: Annis O. Barney, University of Vermont, Burlington, Vt., Editor of the C. B. A. Bulletin: George H. Siebert, Ohio State University, Columbus, Ohio.

The constitution of the Association was changed to provide for a second vice-presidency. Oscar Willman of the University of Washington and President of the Western Division of the C. B. A. was elected to fill the position.

The Association was invited to select Salt Lake City, Utah, as the meeting place for 1931. The matter of selection of place and dates of the Convention was left to the discretion of the Executive Committee.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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JOHN A. HOLDEN, Secretary
62 West 45th Street

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May 24, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Publishers Announce Revolutionary Price Plans

THE world of books, authors, publishers, booksellers and the public have seldom seen more revolutionary announcements thrown suddenly into the ring than those that came almost simultaneously from four publishers this week, announcements that bring up for discussion the question of price levels of books, especially of fiction, the question of new books as competitive with reissues, the question of books as compared with magazines and other less expensive reading material. The announcements come from three young but successful publishing houses, Simon and Schuster, Coward-McCann and Farrar and Rinehart; also from Doubleday, Doran. Each plan differs somewhat from the other but shows the common intention of endeavoring to quickly secure a larger public for books by drastic reduction in price. Simon and Schuster announce that their whole fall list of fiction of six titles, which had already been contracted for with the expectation of publishing at from \$2.00 to \$2.50, are to be issued in paper covers in uniform design by Will Dwiggins and sold at \$1.00. They believe that this price will make many more buyers for books and the total sales for dealer and publisher can

be maintained as well as royalty for authors. There will be three different colors on this uniform binding, one for more serious fiction and one for lighter fiction and one for mystery and detective stories. To meet the need of heavier binding for rental libraries, they are considering the making of a cloth volume at \$1.00 net. In order to encourage in the minds of the public that more books should be enjoyed and then thrown away, which is the reason for the adoption of paper, they are considering a plan by which the bookseller may take back used copies of this fiction as a 20 cent allowance against a newer volume.

Coward-McCann announce a series which will be known as their Premier Fiction. A series in name but not a series as to uniformity as each book will have its own individuality and its own special promotion and advertising, and into this they will put their best fiction. Ultimately the series will include romances, mysteries, western stories, adventure and every other sort of book that belongs in a popular list. A still further indication of faith in their books is that they propose that unsold titles can be returned in three months for credit and half the carriage charges allowed.

The third announcement comes from Farrar and Rinehart whose announcement lists twelve titles of fiction all of which will be issued in cloth bindings with colored wrappers at \$1.00 per volume. Among these titles, as will be seen from the list printed elsewhere in this issue, are included the books of well-known writers, first publication of the books. The cooperation obtained from these authors indicates that the publishers have been able to persuade those who live by their pen to look for equivalent income by wider popular sales. To start the series off there will be included two titles issued earlier, "Young Man of Manhattan" by Katherine Brush and "The Door" by Mary Roberts Rinehart. Still further broadening their program, the announcement includes for the fall the names of two already published books of non-fiction: "The Incredible Marquis" and "A Victorian Village."

Farrar and Rinehart retain the \$2.50 price for some titles.

The largest house to launch out into this low price program is Doubleday, Doran & Co. Nelson Doubleday, president, said

that his firm would issue at \$1 popular novels heretofore priced at \$2.50 and \$2. "Very long novels, histories, biographies, works of science and books of exploration which have hitherto sold for prices ranging from \$3 to \$10 will be issued in the same format, at lower price levels." The Crime Club books will now be \$1.00.

Mr. Doubleday claimed that this would remove the necessity of \$1 reprint and would increase the royalties of the authors, who receive a smaller percentage from a cheap reprint than from a regular edition.

The booktrade under the new scheme would give the magazines much better competition, he argued, and would gain other sales from drug stores and stores specializing in inexpensive books.

In the trade flurry that followed these announcements the press besieged publishers for comment.

JOHN MACRAE, head of E. P. Dutton & Co, announced that he would not be "stampeded" into price change, but would maintain prices which were necessitated by economic conditions.

FREDERICK A. STOKES said "Our firm does not intend to reduce its prices. I have heard from several other publishers that they will make no change. The announced reductions present a serious problem to the retail bookseller. He will have to sell twice as many books, double his storage space, his clerical force and his general overhead. The price cuts will result, I believe, in a depression throughout the business.

GEORGE PALMER PUTNAM said: "We have been considering price reductions, but if the price of a Buick or Ford were cut in half I think it might be ruinous to the automobile industry.

ALFRED KNOPF expressed strong disapproval of the move, saying: "I regard the decision of these publishers as short-sighted, unwise, and likely to have a very disturbing effect on the industry."

WILLIAM W. NORTON, "We do not intend to cut prices. I think the reductions are merely a publicity stunt and have no economic basis."

ALBERT BONI: "We shall probably meet the new price cuts, but we shall do it very unwillingly. The result will be disastrous for all new authors."

Although the American Booksellers' As-

sociation had adjourned its business session a spokesman declared that the members of the Booksellers' Board of Trade had concluded that they did not object to the price cuts so long as the publishers kept up the standard of their books and allowed booksellers the same proportional discounts.

Serious Problem Faced

WITH these four announcements coming together, the trade realizes the new price level plan must be given most serious thought. Authors must see increased sales to be satisfied with the royalties. Publishers must keep up their gross business and cover the inevitable cost of finding books and promoting them. They must also consider whether the enlarged market can be created without the customary amounts for advertising.

Booksellers, like publishers, have general expenses that must be met out of gross-receipts and their salesmen must produce two sales where one grew before. The bookseller, as with reprints, will have a larger percentage of transportation cost than in the present situation and an increased pressure on storage and display room. He must double his fiction sales.

The effect on the book club situation must not be overlooked as the sale of good fiction at \$1.00 knocks out the price argument on which some of the book clubs have been building.

Again the problem must be considered in the relation to the rental library which has, by a low cost for reading, been producing a large number of readers to books, many of whom may now become buyers. Again the relationship must be thought out between those popular priced books and the reprints and the bookseller must discover by experimentation whether the public will prefer to buy a book which has been winnowed from last year's successes or a new book now in its first printing, or both. The reprint books have the advantage in lower royalties, low overhead and no cost for plates. Whether the economics of the situation will permit the successful publishing of new books at \$1.00 cannot yet be foretold. The experiment is daring. This is a time for experiments, but also for careful cooperation. May our wisest minds point the way to a successful outcome.

The Booksellers Get Together

THE 30th Convention of the American Booksellers' Association met again in its birthplace, New York, and used to good advantage the splendid convention facilities of the Hotel Pennsylvania where, on the eighteenth floor, there was the Convention Hall, Banquet Hall, and large foyers for personal contacts. The program provided by the officers was carried through to the final climax of a brilliant banquet when over five hundred people attended.

At the election of officers, George W. Jacobs, one of the most consistent workers for good bookselling and last year's secretary of the Association, was elected to the Presidency. Paul Elder of San Francisco was elected First Vice-President; Charles Jackson, of Burrow Bros., Cleveland, Second Vice-President; Alice Steinlein, of the Greenwood Book Shop, Wilmington, Third Vice-President; Eugene L. Herr, of Lancaster, Pa., former president of the Association, Secretary. Stanley Remington was re-elected as Treasurer. By vote of the Association, the Board of Trade name was changed to Board of Directors, and new members elected were as follows: Frank L. Magel, New York; Louis A. Keating, Syracuse; Lewis B. Traver, Trenton; Arthur Brentano, Jr., New York; A. B. Carhart, Brooklyn. Alternates: Paul B. Hartenstein of the College Group; Harry F. Keiser of the Religious Group; Christopher Grauer of Otto Ulbrich Co., Buffalo.

The registration fell somewhat short of previous years, perhaps due to relatively troublesome times in the trade. There was a strong representation of those who had been the active builders of the Association, and many new faces. The publishers' representatives, as usual, played an important part in the welcome of out-of-town guests.

The story of the discussion and final actions of the Association will be reported in detail in next week's edition of the *Publishers' Weekly*. Official records of the Convention and the long and detailed report of the Board of Trade, whose particulars found their way into resolutions, will be printed in full.

Each year the officers experiment with some change in the Convention plans in order to come nearer to the best ordered program. The Department Round Tables, which were developed a few years ago, were especially successful this year. Several of these meetings invited speakers who added to the informal talk. Booksellers from large cities met for their particular conference under the chairmanship of John G. Kidd of Cincinnati. The small city group met under the chairmanship of Robert C. Saltmarsh of New Bedford. The Department Store Group met under the chairmanship of Frank L. Magel of the Syndicate Trading Co. of New York City. The religious group had their conference under the chairmanship of Harry F. Keiser. The College Book Stores had had their convention in Philadelphia the week before, and while several of the best known leaders were present to enjoy the sessions, most of the group was missed.

The suggestion of organizing a group of old and rare book dealers did not materialize. Besides these small groups, the new plan was a general forum on trade problems on Tuesday morning which led to a valuable expression of opinion on major problems such as over-production, price levels, remainders, dollar books, etc. Still another novelty, and one that brought to the Convention its main publicity was the censorship forum, Harry Hansen presiding, which could hardly have been better. The speakers presented their points of view in an able manner. Morris L. Ernst, attorney, and Mary Ware Dennett, author of "The Sex Side of Life" opened the discussion. John S. Sumner, secretary of the New York Society for the Suppression of Vice, pictured the point of view of the Society, and H. V. Kaltenborn, author of "We Look at the World," summed up for the public. The meetings Monday and Thursday were devoted to the two essential elements of a convention: first, to the reports of the officers, and secondly, to the resolutions and elections. And judging by the attendance of the first, the convention preferred to pass by the necessary formal-

ties; the second, because of the importance of the issues, did not lack attendance or interest.

Diversion

The executive secretary showed his usual talent for arranging entertainment for the Convention. The Get-Together Dinner-Dance on Monday night was a decided success and served to break the ice and bring new acquaintance. Bobbs-Merrill, who have the gift of catching the attention of a Convention, gave free airplane rides at Curtiss Field to well over 200 people, through Mr. Franklyn, author of "Take Off," while the delegates later proceeded to Coney Island for the most informal of entertainments. Wednesday night was given up to the Ball, and Thursday night brought a notable list of banquet speakers including Mary L. Jobe Akeley, Rudy Vallée, Count Felix Von Luckner, Ellery Walter; and Charles A. Beard and Televox. In introducing his pinch hitter, Dr. Beard said, "After all what is the use of being an editor of a book on the machine age, if you can't call on its representative to make your after dinner speeches and perform other of life's less agreeable duties?" The crowd was somewhat awed until the robot quite humanly replied to the query from the toastmaster that "My favorite book is 'Is Sex Necessary?'"

Business

The most important resolutions included the following subjects: comparative price advertising; publishers soliciting direct orders by means of cards inserted in books or announcements on book jackets; the Capper-Kelly Bill; book sales in drugstores, cigar stores and other cut rate and temporary outlets; publishers disposing of remainders while the same titles are on sale in legitimate retail bookstores; publishers advertising on book jackets or in periodicals or newspapers that certain titles are, will be or have been book club selections; the appointment of a standing committee on trade relations to meet with a similar committee at the N. A. B. P. to discuss trade problems

Honorary Fellowships were awarded to three booksellers this year: Frank L. Magel of The Syndicate Trading Co., Isaac R.

Webber vice-president of the Charles E. Lauriat Company in Boston, Theodore Schulte, Fourth Ave., New York.

The most pressing problem facing the booksellers as they met at their thirtieth Convention was the question of the indebtedness which had been accumulating in the past three years since the beginning of the Association's attempt to meet the book club situation by starting a book selection plan of its own. With each new project making the next step more hazardous, the Association came together faced with the fact that there was need of \$17,500 to place things on a solvent basis. Under the advice of W. D. Heaton, well-known auditor, the officers presented a plan for an issue of debenture bonds to the total of \$17,500 to be written off in series with interest at 6%. Creditors had announced that they would take up one-third of this to offset what was owing, and at the business meeting on Thursday President Brentano called on Cedric Crowell as chairman of the special committee to present the needs of the Association and called for subscriptions to these debenture bonds.

The Convention took up this problem with determination, and spurred on by the enthusiastic response from early subscribers they gradually made up the sum needed in lots ranging from \$25 to \$500. The booksellers took the initiative, but, as it became evident that there was a chance of rounding out the whole sum at the one meeting, the publishers, led off by Charles C. Shoemaker of the Penn Publishing Company, added their bond subscriptions and the whole sum was raised. The total included promises of a canvass of Boston by H. R. Burgess, of Philadelphia by George W. Jacobs, and of Chicago by Fred H. Tracht of the University of Chicago Bookstore who will each endeavor to see that bonds are subscribed from each city to the amount of \$500.

The effect of this almost unhopd for but spontaneous enthusiasm put tremendous spirit into the final session and it enabled the new officers to take hold without facing the disheartening problem of a deficit and it gives assurance, also, that an Association which has such recuperative power will back up the action of its officers with spirit and effectiveness through the coming year.

Mass Buying: Two Sides

I

"The Mob's the Thing"

Frank K. Notch

From "King Mob," Published Recently by Harcourt, Brace

IF reading is a process of self-discovery—a man taking out of a book what he puts into it—it is also a lonely process. A man's relation to a book must be intrinsic and personal and sustained. This is the meaning of that violent and accurate saying, "A book which is worth reading only once is not worth reading at all." This explains, too, why so many of the greatest books have had to wait for recognition. Their greatness, at first baffling and uncertain, yielded and opened and blossomed slowly, as the minds of men blossomed to encounter it. A book so established in greatness is therefore a triumph for mankind, not for the author.

A modern publishing house is a large concern: it must be large, or go under. It must therefore do such a volume of business as will maintain its bulk: production and consumption—in this as in other enterprises—must be sufficient to keep going all its necessary parts: authors, printers, salesmen, readers, publicity men, secretaries, etc. Here, as elsewhere, then, quick consumption must be encouraged. We have therefore a basic contradiction of the slow-consumption principle of literature. The man who buys a book and reads it twice is a bad customer. If he reads it many times, he is an exploiter of the firm. To woo a book through a season—all for a single purchase—is ruination for the publisher. Modern publishers must treat literature largely as merchandise, merchandise of a higher sort, perhaps, involving taste, like cosmetics, cigars, and the better candies. A subtle school of advertising has therefore risen round the publishing trade. The appeal to the reader, the attack on his sales resistance, are of a new type.

The change lies in an abandonment of the crude appeal of praise (which after all does relate, however dishonestly, to the

intrinsic character of the book) and a concentration on the creation of a Mob spirit round a book; that is, a concentration on quite extrinsic values. Perhaps the most brilliant and most successful—certainly the most representative—product of the new school is the house of Simon and Schuster. The young men who, within a period of five years, have lifted the firm from obscurest beginnings to nation-wide fame, had grasped by instinct the principles of successful culture-publishing. The key-word is "panic." The public must be "panicked" (as good vaudevillians are said to "panic" the audience) into the buying of a book. In developing the art of creating round books an atmosphere of high fashionableness and cultural exclusiveness such publishers have evolved a new technique. It is as hard to fight off the mass suggestiveness of their advertising as it is to resist a marching regiment. The smart, the clever, the sophisticated, the people in the know, the delightful hostess, and the much-sought guest are all reading the book. Everybody who is anybody is in the swim. The lonely soul who reads these advertisements feels flowing over him an intolerable *Sehnsucht*; he is an extruded soul, an intellectual pariah, self-sacrificed, self-excommunicated. If the sales of the book mount, the advertising continues. It becomes a crescendo of success, more insistent from week to week. The lonely individual feels the cold sweat of terror breaking out on all his body; civilization is marching by him, trumpets sounding, drums rataplan. Overcoming his paralysis and the last appeal of his common sense, he rushes out to the bookstore and gets the volume. He looks at the first few pages and the ghastly terror subsides.

It is easy enough to recognize a panic. To initiate one is the privilege of the highly gifted, and great is their reward.

But it is difficult even to analyze the constituent elements of a panic. Any one who reads "Trader Horn" at a distance of years sees it for what it is: senile drivel touched up with loving skill by a third-rate novelist. But what element in the advertising, as it accumulated with the mounting sales, was it that precipitated something like a national riot round the book? It had to do, I believe, with the meretricious romance of poor old Aloysius Horn, the white-bearded peddler turned author, and at last a success. Who could bring himself, while the panic was on, to examine the book with the brutal coldness of the dispassionate critic? This was the emotion, but it disguised itself, of course, in a triumphant pean on the contents of the book.

There does remain, after all, an intriguing element of skill in the art of creating

a panic round a book. Nor can a panic be created unless a genuine popular appeal has been staged from the beginning, an irrelevant (from the literary point of view) relationship between author and book, author and public, susceptible of rousing a Mob reaction. For unless first sales are good the fire does not spread, the advertising is dropped, the attempt collapses. Beyond a certain point a Mob grows automatically; but to accelerate that growth, an awareness of its numbers must be shot into the public mind. The most effective element in the advertising then becomes: Sales—107, 1st week; 569, 2nd week; 1,432, 3rd week; 5,602, 4th week and 10,853, 5th week. Along with this goes the rationalization: the emotion of mass trying to acquire intelligibility by talk of merit and content. But the Mob's the thing.

II

"Would That His Picture Were True!"

M. Lincoln Schuster

Writes to Alfred Harcourt on "King Mob"

My dear Mr. Harcourt:

Mr. Simon has already acknowledged your letter of April 18th and the advance set of sheets of "King Mob": A Study of the Present-Day Mind" by Frank K. Notch. Since he had time for only a brief comment while away from the office, I am taking upon myself the pleasure of acknowledging your courtesy, and the duty of examining in some detail those sections of the author's work which pertain to our publications.

On Page 21 *et seq.* Mr. Notch says:

" The change lies in an abandonment of the crude appeal of praise (which after all does relate, however dishonestly, to the intrinsic character of the book) and a concentration on the creation of a Mob spirit around a book; that is, a concentration on quite extrinsic values. Perhaps the most brilliant and most successful—certainly the most representative—product of the new school is the house of Simon and Schuster. The young men who, within a period of five years have lifted the firm from obscurest

beginnings to nation-wide fame, had grasped by instinct the principles of successful culture-publishing. The key-word is 'panic.' The public must be 'panicked' (as good vaudevillians are said to 'panic' the audience) into the buying of a book. In developing the art of creating round books an atmosphere of high fashionableness and cultural exclusiveness such publishers have evolved a new technique. It is as hard to fight off the mass suggestiveness of their advertising as it is to resist a marching regiment The lonely individual feels the cold sweat of terror breaking out on all his body, civilization is marching by him, trumpets sounding, drums rataplan. Overcoming his paralysis and the last appeal of his common sense, he rushes out to the bookstore, and gets the volume. He looks at the first few pages and the ghastly terror subsides."

Would that his picture were true! How simple it would then be to bring out the brass band and make *every* book a sure-

fire best seller of the first magnitude.

In any nation-wide popular clamor for a real best seller of the first rank, there is undoubtedly a good deal of "panic," but the "panic" is largely inherent in the book itself. The publisher cannot *create* a "panic"; he can only *report* it, and, if he is lucky, to a certain extent enhance it and extend it by effective promotion.

The initial cumulative "panic" inheres in the "X-quantity" which makes a book "click"—and this in turn consists of a number of variable factors, predominantly those qualities which impel critics to praise, booksellers to recommend, celebrities to endorse, customers to approve, book buyers to applaud and "talk up" a book among their friends. Word-of-mouth advertising is of the essence.

The main point which your author overlooks is the fact that the "panic" automatically stops if the people who are "panicked" into buying the book do not like it *after* they have bought it.

The "panic" for "The Story of Philosophy" was started by Professor John Dewey and by the thousands of readers who enjoyed and respected what they found in the book. The "panic" was stimulated by superlatively enthusiastic reviews by Stuart P. Sherman, Henry Hazlitt, *The New York Times*, Heywood Broun, H. L. Mencken, and others.

Our advertising, so far from being extrinsic and unrelated to the given book in each case, has always been written to reflect the spirit of the work promoted. Most of the "Trader Horn" ads sprang directly from pages of the book itself or were devoted to the acclaim the book received from critics and notables.

Mr. Notch's *Anatomy of Public Preference* would be much more illuminating if he had discussed the duds of publishers' advertising, if he had entered Heartbreak House for the other side of the picture. However, since such data would not fit into his preconceived prejudice, he forsook paths of disinterested scientific research and turned aside.

On page 37, Mr. Notch says "Dr. Durant seems to be obsessed by the fear of irritating his readers into intellectual effort. He explains in his preface that epistemology has run away with philosophy, and he wishes to see it rescued. But epistemology . . . is the most valuable or

most significant part of philosophy." This quotation illustrates again the faulty technique of Mr. Notch's research. It is strange that John Dewey, Hans Driesch, Stuart P. Sherman, and literally scores of other famous educators, philosophers, editors, lecturers, and critics of the first rank did not share Mr. Notch's assumption.

Mr. Notch reveals his animus by stating that publishers have forsaken, in the new type of book-promotion, "the crude appeal of praise, however dishonestly used." Now this statement is simply inaccurate and ridiculous. Praise by critics and notables together with the enthusiasm of actual readers constitutes the backbone of any effective promotion.

I am not attempting to answer "King Mob" as a whole, but the parts to which I have already referred clearly indicate that his picture of publishing technique is oversimplified, distorted, and unwarranted. In places, the author is so naive as to be almost amusing. Even assuming that all he said were true, it would still give only a one-sided picture. Naturally, we are interested in best sellers but our deepest interest goes out to the books of enduring quality—books for the years.

In some cases—as for example, "The Story of Philosophy" and "The Art of Thinking"—a best-seller of the moment is *also* a best-seller for the years, and that is of course a happy combination. But in addition, we publish many books of a necessarily limited appeal which have no "panicky" or clamorous aspects of any sort and no possibility of best sellerdom.

I think Mr. Notch would find some amazing surprises and some illuminating data if he stopped "panicking" himself into melodramatic and sensational statements and quietly examined publishers' catalogs, sales figures and advertising records. If he is seriously interested in such a fact-finding research, we shall be delighted to place all our material at his disposal.

Mr. Notch writes so fervently and parades so much of the patter and lingo of the newest psychological fashions that his work may assume an authoritativeness far beyond its real merit. In fairness to our books, our authors and ourselves, we have therefore taken this opportunity to present the actual facts.

Yours faithfully,
(Signed) M. LINCOLN SCHUSTER.



*Three of the Dutton
Prize Winning Jackets*



June Publicity

Dutton Clue Mystery Series Is Launched With New Attractions For the Fan, and One Hundred Selected Titles From Everyman's Library Will Have Modern Jackets

I

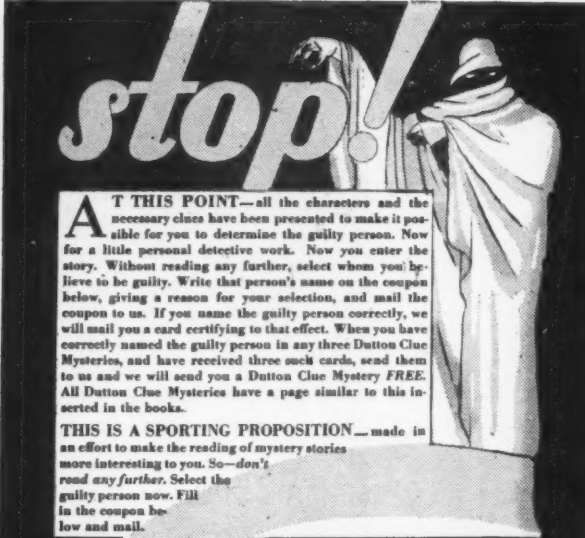
MYSTERY story fans are a well cared for group of American readers, but the new Dutton Clue Mystery series offers a new sporting proposition to the reader who delights in crawling right into the plot to match his wits with the canny detective. The publisher has laid his bet with the detective, or rather on his confidence that the detective is as quick witted as the reader. The new series will carry a startling "Stop!" page at the exact spot where all the clues have been revealed. Here the detective and the reader are at scratch and the contest is on. If the reader, without going farther in the book, can name the guilty party and state his reasons on the coupon that is a part of the page, he wins. This coupon is mailed to the Dutton Clue Mysteries, 300 Fourth Avenue, with the reader's name and address and if he is correct, he has scored one. The terms are, three correct solutions and the reader gets a free mystery. This extends the contest over three months and each fan must buy three of the Dutton Clue Mysteries. He cannot lose, for no mystery addict kicks

about the baffler that holds him till the end.

Dutton Clue Mysteries will be known by the gory hand-print that will mar the successive jackets and the ghostly figure of mystery in the background, as well as, by the gruesome "Stop!" page that halts the reader and offers him his chance to solve the crime. They will be advertised as a family, and all the newspaper and direct-by-mail advertising will carry the distinctive markings. Each book will be advertised over a period of three months and the unit of three required to win a free book offers opportunity to sell them in groups of that number.

II

The Dutton contest for new jackets for Everyman's Library brought more than a thousand entries from all over the nation, representing every conceivable trend of contemporary art. Ten designs were selected by a jury composed of Sarah B. Ball, president of Ball & Wilde, Booksellers; Elizabeth MacKinstry, illustrator; Helen Appleton Read, critic and art



stop!

AT THIS POINT—all the characters and the necessary clues have been presented to make it possible for you to determine the guilty person. Now for a little personal detective work. Now you enter the story. Without reading any further, select whom you believe to be guilty. Write that person's name on the coupon below, giving a reason for your selection, and mail the coupon to us. If you name the guilty person correctly, we will mail you a card certifying to that effect. When you have correctly named the guilty person in any three Dutton Clue Mysteries, and have received three such cards, send them to us and we will send you a Dutton Clue Mystery FREE. All Dutton Clue Mysteries have a page similar to this inserted in the books.

THIS IS A SPORTING PROPOSITION—made in an effort to make the reading of mystery stories more interesting to you. So—don't read any further. Select the guilty person now. Fill in the coupon below and mail.

TEAR OFF HERE
Fill out before reading any further. Place in sealed envelope. Mail to us.

To
DUTTON CLUE MYSTERIES
300 Fourth Ave., New York City

I have read only _____ pages of _____
I think the guilty person is _____
My reasons are, _____
Name _____
Address _____
City _____ State _____
P. S. If you want your bookseller to send you the next Dutton Clue Mystery, check here.
☐ You may send me the next Dutton Clue Mystery (\$2.00) as soon as it is published.
My bookseller is _____
(Name and Address)
☐ Charge It. ☐ Send C. O. D. ☐ Money Enclosed

The "Stop!" page placed at the exact spot where all clues have been revealed in the Dutton mysteries.

editor; Marion B. Cothren, art director of E. P. Dutton & Co.; and Ben Ray Redman, literary critic and author; and the winners awarded \$100 each.

In looking over the mass of artistic effort from young America, John Vassos was more than pleased with the modern trend. He said, "Five years ago they would not have been handed in. Then, students wouldn't have known what to do with just black and gold and white, for instance. They would have wanted their pictures to be about something. Art's going the right way. When youngsters in art school do work like that, we're not going back. They're giving a licking to the academy. Imaginative invention's the thing now."

One hundred titles have been selected, from the eight-hundred of Everyman's list, as the best sellers to be awarded the new modern jackets. The ten winning designs will be printed in ten distinctive color combinations. The publisher announces that this best seller section of Everyman's will be ready for the bookstores early in June.

Observations from Our Washington Correspondent

THE census of distribution for eleven cities conducted in 1926 showed that drug stores made up between 4 and 5 per cent of all retail outlets. They were exceeded in number by the following classes; Groceries and delicatessens; ice cream and soft drink parlors, and restaurants. In other words the drug store was the most numerous outlet next to these three types dealing directly and exclusively with food.

If the drug store with its numerous ramifications has developed a sale for books, will the grocery store do the same?



Senator George of Georgia has introduced in the Senate a bill to extend Federal aid to States for the eradication of illiteracy.

The bill provides for an appropriation of \$1,000,000 a year for five years, the money to be administered by State educational authorities. It was prepared in cooperation with the American Federation of Teachers, endorsed by the department of adult education of the National Education Association.

The bill does not provide for matching of Federal funds by State governments but for an outright Federal contribution to the States. States which have the highest percentage of illiteracy in many instances are least able to match a contribution from the Federal Government. The money is to be apportioned to the States in the proportion that the number of illiterates of the State bears to the State's total population. Much of it, of course, will be spent for books.



The total value of public and private school property in the United States at the end of 1928, including that of universities and colleges, amounted to \$9,159,100,000, according to a statistical report of the Department of the Interior.

In 1928 the total cost of education, including expenditures by the Federal and State governments and private institutions, amounted to \$3,033,706,590, thus putting at the disposal of the 29,276,068 students of all types of institutions, facilities capitalized at over \$12,000,000,000.

In the Bookmarket



Marquis James, who took the Pulitzer Prize this year for the foremost American biography, "The Raven," Bobbs-Merrill.

THE two thousandth anniversary of the birth of Virgil is being celebrated this year. In Italy, logically enough, festivities are most elaborate and include a program of commemorative events under the auspices of the Virgil Academy at Mantua, the most impressive of which will take place in Mantua, where a Congress of all famous students of Virgil will be held, the 15th of October, the day of Virgil's birth. A special edition of the works of Virgil, edited by Professor Giuseppe Albini, will be published. In Naples, where Virgil's tomb is situated, a large program is planned, but at Rome l'Académie d'Italie is carrying out a most extensive program of addresses by eminent classic scholars, complemented by various Virgil publications. In the United States festivities are being organized by the American Classical League, details of which were issued in bulletin form in 1928 and called Plans for Virgil's Birthday Celebration. Two liners

are going to make the voyage of Aeneas. The publishing house of *Appleton* announces C. J. Billson's translation of the "Aeneid" as suitable reading for the present period of renewed interest in the Roman poet. ❀ ❀ ❀

A new type of book club has been organized in England by Kenneth McNichols to be called "The Century Book Club." The plan which Mr. McNichols has developed is that the public should pay monthly subscriptions of 5s., 10s., or 20s. a month which becomes a deposit against which subscribers can order any book from a long list of announcements with which the Club will provide them. The subscription becomes a deposit account rather than the price of individual books. ❀ ❀ ❀



Ruth Cross, author of "Enchantment," Longmans, Green, in front of a window display of her novel in a Texas bookstore. The novelist travelled from her Connecticut home to be guest of honor at the Annual Round-up at the University of Texas.

An elaborate history of aviation under the title of "The World in the Air" is being published by Putnam's. There will be two large volumes and over 1,200 pictures, these pictures being reproduced by a gravure process. One illustration reproduces a specimen of the text from an early edition of Roger Bacon where flying machines were predicted in 1250, another the earliest picture ever made of human flight drawn for a German book in 1493, and still another a design of a flying machine planned by Leonardo Da Vinci in 1490, and so down through the early imaginings and final experimentation of mankind's effort to get off the earth. ❀❀❀

The Macmillan Company on June 17th will publish Owen Wister's "Roosevelt:

The Story of a Friendship." Wister and Roosevelt were friends for forty years, as they were students together at Harvard. ❀❀❀

Stokes has organized a Summer Reading Contest for young people, which takes the form of a treasure hunt. Twenty-five questions have been prepared, all seeming to have direct connection with well-known book treasures; eg. question 1. "Name the golden cup sought by King Arthur and the knights of the Round Table through many brave adventures as related in 'The Book of King Arthur and His Noble Knights' by Mary Macleod. Which knight found it?" Each correct answer counts 4 on a score of 100. ❀❀❀

Chicago Booktrade News

Milton Fairman

of The Chicago Evening Post

HITHERTO unpublished portions of the manuscript, "Records of a Family of Engineers," from the pen of Robert Louis Stevenson, appear in a new volume which Walter M. Hill, Chicago bookseller, publishes this month. The edition is limited to 350 copies, and the price is \$7.50. The original manuscript, and unpublished portions, were acquired by Mr. Hill last year, and shown in his shop at 25 East Washington street. ❀❀❀

Alfred Hartog has been succeeded as manager of Brentano's Chicago store in the Pittsfield building by Wendell Goodpasture, a member of the Brentano organization for years. Formerly head of the fiction department, Mr. Goodpasture was last year made buyer for the store and assistant manager. ❀❀❀

Covici-Friede have accepted a new book by Ione Quinby, our little girl reporter on the *Post*. "Women Who Kill" or "Murder for Love" will be the title, and the volume will be an anthology of ladies who tried their hands at murder. Many of them Ione has met—in a business way, of course, and among her most welcome Christmas presents is a gift from one of

them who is serving a sentence at the state penitentiary. ❀❀❀

The Lakeside Press has announced that "Moby Dick" will be the first of its series of finely printed books to be issued with the publication date about June. And, the announcement contained bad news for booksellers, inasmuch as no discount will be allowed the trade and orders for the full series of four publications will receive preference. "Moby Dick," in three volumes selling for \$52, will be followed by Poe's tales, at \$15. "Two Years Before the Mast," at \$20 and "Walden," at \$15. ❀❀❀

Edward Clark Porter, formerly connected with Scribners' Fifth avenue shop in New York, has joined the staff of the Walden Book Shop in its new quarters on Michigan avenue. Mr. Porter is in the rare book department. ❀❀❀

To promote the sales of its magazine, "Child Life," the Rand McNally company of Chicago has undertaken a nationwide radio campaign which opened with broadcasts April 13. Ten stations are carrying announcements. There are 150 awards in the contest, which will close Sept. 5.

In and Out of the Corner Office

MAXIM LIEBER, who recently resigned as managing director of the publishing department at Brentano's, has established his own literary agency with offices at 509 Madison Ave. At one time he conducted his own publishing firm under the imprint of Lieber & Lewis. Subsequently he collaborated in the editing of several large anthologies of short stories that have met with considerable success here and abroad. Associated with him there will be F. X. DeUllman, who has severed his connection with Jacques Chambrun and will make his headquarters in Berlin whence he will operate in the Central European markets, disposing of serial and book rights for American publishers and obtaining American rights to books of Central European origin. ❀ ❀ ❀

Eunice Chapin has become associated with G. P. Putnam's Sons as literary adviser. Miss Chapin was for five years literary editor of the *Forum Magazine*, and for the past two years has been associate editor of *McCall's Magazine*. ❀ ❀ ❀

W. H. Davies, formerly of the Pilgrim Press, Boston, is now associate promotion manager of the Association Press. ❀ ❀ ❀

Dr. Abraham Flexner sailed for Europe on May 14th on the *Berengaria*, bearing with him twenty-seven sets of proofs of his forthcoming book on Modern Universities—American and European. The Oxford University Press had to rush to get this book through in time, as the complete copy was only put into their hands on May 4th! Dr. Flexner will be visiting some of the universities in England, France and Germany, distributing his proofs for a final reading by the key men. The book will be published next fall, and will cause a sensation in educational circles. ❀ ❀ ❀

Some agents are liked tremendously, others are liked in less degree, but never has it been an agent's experience to be held up by bandits while in pursuit of her business. This has just happened to Virginia Rice of Lida McCord and Company. While en route to Santa Fe to visit several members of that literary colony that makes its abode there, Miss Rice was met by Evelyn Scott, Ruth Barker and "Josie"



Harry E. Wade, long associated with the Vail-Ballou Press and the Quinn and Boden Company, has been made Vice-President and General Manager of the American Book Bindery Inc., of New York

Turner, whose delightful satire "Elsie on the Loose" was published last week by Jonathan Cape & Harrison Smith. About twenty miles from Santa Fe, where the road is quite lonely, they were set upon by masked bandits. At the point of guns, they were asked to hand over their valuables, with their hands skyward in quite the approved fashion. For a few moments, the tension was extreme and then the bandit chief tore aside his mask and disclosed himself to be Philip Stevenson. The others of his train were also writers. ❀ ❀ ❀

"Pay Day" is Cleared

"**P**AY DAY" has been cleared in the New York Courts of the charge of obscenity brought against it by John S. Sumner, acting for the New York Society for the Suppression of Vice. Several copies of the book were seized at the offices of the publisher, Brewer and Warren, last month, and a charge was brought against Edward K. Warren as publisher and Fred Russey, a clerk. At the first hearing of the case, the court rejected a marked copy of the novel, submitted as evidence by Sumner, and accepted the unmarked work as the basis for its decision.

At the final hearing on May 15th, in which the charges were dismissed, Magistrate Goodman read a seven-page memorandum, that said in part:

"It can be stated that the language employed by the author of 'Pay Day' is in many instances unequivocally direct and bluntly explicit on matters relating to sex and its consequent psychological and physical reactions. There can be no question that if the language employed by the author were isolated the same would be both offensive and obscene. But the courts have held that the book must be considered as a whole. It is evident from reading the book that the wrong doing of Jim is not glorified or sanctioned, but that on the contrary he is made to suffer because of transgression."

Sumner was undecided about further action against the book.

George Edward Woodberry Memorial Exhibition

THE New York Public Library opened on Monday, May 12th, an exhibition in memory of George Edward Woodberry, who died on January 2nd of this year. The day selected for the opening of the exhibition would have been Professor Woodberry's seventy-fifth birthday. At a meeting held at the Library at four o'clock in the afternoon, William Griffith, President of The Poetry Society of America, presented the silver medal of the Society in memory of George Edward Woodberry to the representative of the Woodberry Society, Charles D. Woodberry, nephew of the author. Short addresses were made by Dr. J. E. Spingarn, and others and the

exhibition was declared formally open.

Woodberry was professor of Comparative Literature at Columbia University from 1891 to 1904, a fellow of the American Academy of Arts and Sciences, a member of the American Academy of Arts and Letters, an honorary fellow of the Royal Society of Literature, and author of many volumes of poetry, essays, biography, criticism, etc. His influence as a teacher and a critic has been very great, particularly upon those who came as students within the range of his attractive personality and wide scholarship. The Woodberry Society, founded in 1911, has published several privately printed volumes of his poems and essays.

The exhibition is made up of books and manuscripts by and about Woodberry, and of pictures and memorabilia. Much interesting material has been lent for the purpose by the Woodberry family and by Harry Harkness Flagler and Louis V. Ledoux, members of the Woodberry Society. The Exhibition will remain on view until June 30th. A Woodberry bibliography has been compiled and published by the Library, with an introductory article by Dr. John Erskine.

Emily Dickinson Bibliography

IN connection with the centenary observances of the birth of Emily Dickinson, held at Amherst and Northampton last week, the Hampshire Bookshop, which sponsored the ceremonies, has published a bibliography compiled by Alfred Leete Hampson, who, with Madame Bianchi, was co-editor of "Further Poems." This bibliography is printed in a limited edition of five hundred copies, a booklet of forty pages. There is a preface by Miss Dodd and a supplementary chapter on Emily Dickinson by Elizabeth McCausland. The bibliography includes: Poems Published First Time in Magazines, Poems Set to Music, Biographical and Critical Books, Poems in Memory of Emily Dickinson, Biographical and Critical Magazines and Papers.

Before the publication of the first volume of poems in 1890, Miss Dickinson had published a poem in the *Springfield Republican* as early as 1852, another in the same periodical in 1866, and a single poem was included in an anthology edited by Helen Hunt in 1878.

Merchandising Institutes

AT the invitation of the booksellers of Providence, R. I., Miss Ruth Leigh conducted a merchandising institute in that city on May 6th and 7th, under the auspices of the National Association of Book Publishers. This institute was the fifth one held, others having been in Albany, Syracuse, New Haven and Philadelphia.

Local arrangements were in charge of Mrs. Charles Bradley, Jr., of the Booke Shop of Providence. Booksellers of Providence, Pawtucket, New Bedford and Fall River were invited to an informal dinner at the Plantation Club on May 6th; thirty responded and took part in the discussion of merchandising which followed. On May 7th, a conference on selling methods was held in the Booke Shop.

At the invitation of Roger Johnson of Johnson's Bookstore in Springfield, Mass., 25 booksellers attended a merchandising conference on May 8th.

Dealers who would like to arrange local conferences are invited to write for details to the National Association of Book Publishers, 347 Fifth Avenue, New York.

Blue Ribbon Books for August

ANNOUNCEMENT that the first Blue Ribbon books will be ready about the 15th of August, was made to the *Publishers' Weekly* on May 21, by E. F. Reynal, manager of the new reprint house. Blue Ribbon Books, Inc., is a cooperative reprint house owned by Dodd, Mead, Harcourt, Brace, Harper and Little, Brown; but it will issue reprints from other publishers on the usual royalty basis.

The initial list which will be presented to the trade when the salesmen go on the road about June 9th, will contain non-fiction titles from Bobbs-Merrill, Viking, Liveright, Day, Holt, Cosmopolitan, Scribners, as well as the four houses included in the corporation. Among the titles will be "Why We Behave Like Human Beings," "Black Majesty," Ludwig's "Bismarck," "Penguin Island," "Mother India" and Seabrook's "Adventures in Arabia."

The books are to be full library 8vo., in a quality format. Clarence Hornung is designing the new colophon, and Reynal says that the new books will be generously

illustrated. Offices of the house are located in the pent house of 448 Fourth Avenue, with garden and unique features.

Joe Carroll, formerly with Coward-McCann will be representative in large eastern cities and the middle-west; J. D. Hurder will be the New York representative and Donald Fitzgerald will carry the line on the Pacific coast.

Canadian Booksellers Meet

THE Canadian Booksellers' and Stationers' Association will meet at London, Ontario, on June 3-4, having decided through its Board of Trade to restrict the meeting to retailers only. The Committee has decided that it will do more towards crystallizing opinion and getting needed action by this method. The President of this Association this year is Wendell Holmes, whose bookstore in London is one of the most noted in the Province. The other officers included are H. Burton, A. H. Jarvis, Fred Cloke, C. L. Nelles, Roy Britnell and R. G. Fry. A very elaborate program has been planned, and advance word indicates that there will be an especially large attendance.

Italy's National Book Day

THE Fascist Government inaugurated an annual National Book Day with a country-wide book festival on May 4th. All booksellers and publishers held special displays, and many cities had open air exhibits of Italian books in the market places. The object of the national campaign is to relieve the post-war crisis which has struck the Italian publishing industry. Books of the official Fascist publishing house, the Littorio Press, were especially featured, and Mussolini's addresses and articles were displayed in a new collected edition. A strong effort is being made to turn the interest of Italian readers from foreign to native authors.

Mail Service Notes

INSURED parcel post service was extended, April 1st, to insular Italy, Libya, Erythraea, Italian Somaliland and the island of Italy in the Aegean Sea. All packages containing precious articles must be insured and a return receipt is available for a fee of five cents at the time of mailing or ten cents if requested after mailing.

The New York Postmaster points out that the fastest mail service to Brazil is by steamer and that all mail prepaid for air service via different South American countries is forwarded by ship since this is the fastest route. The incorrect idea that air-mail to Brazil saves time continually results in considerable waste.

Books from 12 Countries

THE American Library Association has just published, through its Section for Library Work With Children, a brochure on children's books from twelve countries. For this volume the Committee has printed the description of what seem to it to be the most attractive and characteristic books of twelve different countries, about twenty-five from each country. In each case the foreign publisher is given, and, if there is a translation available, the name of the translator and the publisher in this country. Many American publishers will find the list very suggestive of books that could be published and made available through libraries and bookstores. The books included are from all leading European countries and America. Of the books of some countries only a small number are available in English.

A Penniless Fraud

SOMETHING new in fraud on publishers comes to light in the mail of G. P. Putnam's Sons who have received two letters from 1722 North Stillman Road, Philadelphia, signed in different names in the same handwriting, both of them stating that the writer is a young man, penniless and alone, whose misery would be assuaged by the gift of a certain book. "Will you, sir," one letter says, "in God's name present me with a damaged copy of the book entitled 'How to Say it—Better English?' God will surely reward you, sir." Other publishers may be hearing from North Stillman Road. The name does not matter if it seems to vary.

Cross Word Puzzle Club

THE publishers of the original cross word puzzle books, Simon and Schuster, have organized the Cross Word Puzzle Book Club which will operate under the usual club plan using direct mail distribution. The puzzle books sent to subscribers

of the club will not be placed on sale in the bookstores and will be available only direct from the club which has business offices at the address of Simon and Schuster, 37 West 57th Street, New York City.

5-Day Week to Aid Chicago Printers

IN an effort to provide work for their fellow printers who are out of employment, the 6,000 members of the Chicago Typographical Union have adopted a five-day week. The present schedule is for five and one-half days, and under the new plan the printers will take one day off every two weeks to give work to unemployed members. The action was taken under the laws of the International Typographical Union, which permit local unions to adopt shortened hours for a ninety-day period.

Window Display Prizes

THE G. & C. Merriam Company is offering \$300 in prizes for window displays of Webster's New International Dictionary to be put in the windows any time during the month of May and June. The displays may feature New International Dictionaries as wedding presents, graduation gifts or in connection with summer reading, and the awards will be for photographs: three prizes in the large city group, and three in the small city group, the prizes being for \$75, \$50 and \$25 in each classification. The photographs, to be eligible for consideration, must reach the Merriam Company by five o'clock, June 30th, 1930.

New Rosenwald Fund

JULIUS ROSENWALD of Chicago has offered to give \$50,000 for the establishment of a fund to be devoted to Hebraica and Judaica in the Jewish Division of the Library of Congress, on condition that a similar amount be raised and added to it. The fund was required because it was said that the collection by the late Jacob Schiff was not being sufficiently augmented by annual accession owing to the limited governmental appropriations, while the demands for Semitic material were constantly increasing from Congress, government departments, embassies, the press and other agencies.

Communications

I

DOLLAR BOOKS

Scrantom's,
Rochester, N. Y.,
May 3, 1930

Editor, *Publishers' Weekly*:

We were very much interested in the recent decision of W. W. Norton & Co., to refrain from placing their publications in reprint editions.

Their conclusion that the reprint editions of recent miscellany are hurting the sale of original editions is confirmed by our own experience in selling both classes of books. More and more customers, when their attention is called to new books, decline to buy them, with the remark "I want to get that book some time, but I will wait until it comes out in a dollar edition." It is becoming very common to have book customers—particularly men—come in and frequently buy three or four books of non-fiction from the dollar tables while they make only an occasional purchase from the collections of new publications. A great majority of these are people who are financially well able to buy original editions, but they know that a good book is just as interesting a year after publication. If the publishers continue to put their best miscellany into dollar editions within a year after publication—as they are now doing—the sales of the original editions will soon be confined to a comparatively few people to whom a few dollars mean absolutely nothing and to the public libraries who are spending the people's money and not their own—and even librarians, whose funds are limited, are now beginning to wait for these editions of all books except the very occasional ones over which a great public furor is aroused.

There is, undoubtedly, a place for inexpensive editions of good books, but, if the publishers desire to sell the greatest possible number of the original editions, they will find it necessary to come to an agreement to withhold their books from reprint editions for a much longer period of time than is now allowed to elapse.

The statement of W. W. Norton & Co., that the bookseller is injured through the marketing of these reprint editions through large chains of stores that are not

bookstores, is also borne out by our experience, as the claim that people become interested in reading because of some reprint they have picked up in a barber shop, lunch room or gas station, and, hence, rush to the real bookstores to buy new books, is not confirmed by fact. Instead of this, a large mass of people who buy but a few books during a year now pick these up from the small collection of reprints available in some convenient shop and do not go near the bookstores where the new publications are displayed, eliminating what opportunity there was to interest them in the new publications.

Sincerely yours,

ERNEST E. GORSLINE,
Treasurer of Scrantom's.

II

"NOTES ON THE WEST"

McLean's Book Shop
Pasadena, California,
May 3, 1930.

Editor, *Publishers' Weekly*:

In his first trip to the West, Alfred A. Knopf (*Publishers' Weekly*, April 19), was evidently astonished to find that "it speaks the same language as the East," and he seems to have gone home with the conviction that it is "really a foreign country." He says that he found "practically no local literary criticism of any influence in the West," and names only two publications, a newspaper in Washington State and a weekly in San Francisco, which have book reviews worth considering.

He overlooked two publications in Southern California which have an undisputed influence. The Los Angeles *Saturday Night*, which has a circulation larger than the San Francisco weekly he alludes to, would have stood a pretty good test both in its influence and in the quality of its reviewing under the direction of Wilbur Needham.

As a bookseller I have also been in a position to hear disinterested comment on the effective influence of the Pasadena *Star-News* book page, edited by Harold D. Carew. I had always supposed, and I still believe it, notwithstanding Mr. Knopf's failure to discover the fact for himself, that the *Star-News* book page is one of the best outside of New York, not even excepting those in Chicago. Its staff of

regular and occasional reviewers includes, besides Mr. Carew, Helen E. Haines, a former managing editor of *The Library Journal*; Julian Hawthorne, Mark Lee Luther, James A. B. Scherer, Perry Worden, Hildegard Flanner and Alexander Inglis. Recently Mr. Inglis left Pasadena to become the literary editor of the *Manchester Evening News*, the companion paper of the *Manchester Guardian*, and is now sending periodical literary letters from England. What other newspaper outside of New York can boast a more distinguished group of reviewers?

Yours very truly,
S. F. McLEAN.

III UNSOLICITED BOOKS TO LIBRARIES

The Public Library,
District of Columbia,
Washington,
May 8, 1930.

Editor, *Publishers' Weekly*:

A statement of the practice and policy of the Public Library of the District of Columbia with regard to unsolicited books sent on approval, may be of interest to the readers of the *Publishers' Weekly*. The subject is discussed by Mr. Spaulding, librarian of Des Moines, in his letter printed on p. 2325, of the issue for May 3.

As a rule, this library does not deal directly with authors or smaller publishers, and such books therefore are usually returned express collect, either without correspondence, or with a letter stating that if the library decides to purchase, the order will be placed through our regular dealer so as to avoid a multiplication of bills, and requesting that no more books be sent on approval except upon invitation.

From our point of view the practice of publishers of sending representatives, without invitation from the library, is also objectionable, in some respects even more objectionable than sending unsolicited books on approval. Packages received in the mail may be considered at a convenient time, whereas agents not infrequently call at most inconvenient hours, when listening to "sales talks" is a waste of time. As a matter of fact, this library, in order to use the time of the staff to the best advantage, no longer deals with agents. A

form letter, setting forth our policy in this matter and the reasons therefor, is handed to such callers. A copy of such letter is enclosed herewith.

It is our experience that to request a price quotation from a publisher often prompts him to send a copy of the book along with his quotation, and to prevent such shipments our form postal card requesting quotation now bears the words *do not send book* in bold type. The card also states that if the library decides to order, it will do so through its regular dealer. When special letters are sent requesting a price quotation and other information regarding a book, we usually specify that an agent should not be sent in response to such query.

Very truly yours,
W. TAYLOR PURDUM,
Chief, Acquisitions Dept.

Obituary Notes LORNA MOON, YOUNG AUTHOR, DIES

LORNA MOON, author of the best seller, first novel, "Dark Star," died at a sanitarium, in Albuquerque, New Mexico, May 1st, at the age of 30. While she had previously published a volume of short stories, "Doorways in Drumorty," recognition came with the appearance of her novel in the spring of 1929. She was born in Scotland, came to Canada and then, to the United States. Cecil B. de Mille asked her to come to Hollywood, where she soon became a highly paid scenario writer. Several leading national magazines have published her short stories.

LOCKE, NOVELIST, IS DEAD

WILLIAM J. LOCKE, British novelist, died at his home in Paris, on May 14th, at the age of 67, following a serious operation six weeks ago. He was best known in America as the author of "The Beloved Vagabond," but leaves a list of more than thirty novels.

Locke was born in Barbados, B. W. I., received much of his education in Trinidad and was graduated from Queen's Royal College there in 1881. He then went to St. John's College in Cambridge, and after his graduation, accepted a position as tutor of mathematics with a family in northern France. While here, he

mastered the language and acquired a temperament more French than English as evidenced in his writing. At this time he also turned to architecture and was so successful that in 1897 he was made secretary of the Royal Institute, which position he held until 1907.

Locke's first novel, "The Gate of Samaria," was published in 1895, but he held writing as an avocation for several years following his first successes. His novels include, "The Morals of Marcus Ordeyne," "Simon the Jester," "Three Wise Men," "Jaffery," "Mountebank," "The Rough Road," "Moordius and Co.," "Stella Maris," "The Great Pandolfo," "Septimus," "The Golden Adventure of Mr. Paradyne," "The Glory of Clemintina Wing," "Ancestor Jorico," and "The Town of Tombarel" published in March. "The Shorn Lamb," the scene laid in Brooklyn, will be published in the fall.

Some of his novels were successfully dramatized, and in 1928 he went to Hollywood with a view of devoting himself to scenario writing. It had been reported that he intended abandoning his home in France to move to Santa Barbara.

STRATEMEYER, AUTHOR, IS DEAD

EDWARD STRATEMEYER, creator of the "Rover Boys" under the pseudonym of Arthur M. Winfield, died at his home in Newark, New Jersey, May 10th, at the age of 67. So prolific was his imagination and so amazing the speed at which he constructed his plots, that he used several noms de plume and managed the Stratemeyer Syndicate for which he created the plots and outlined stories that were turned over to writers who worked out the detail. He would carefully read each one, however, and add his own touches before sending it to the publisher.

He was born in Elizabeth, New Jersey, October 4th, 1862, and educated in the public schools and by a private tutor. Aside from his writings, he edited *Good News*, *Bright Days* and *Young People of America*. He created "The Old Glory Series," "Soldiers of Fortune Series," "Colonial Series," "Mexican War Series," "Pan-American Series," "Dave Porter Series," "Lakeport Series;" and wrote the "American Boys Life of William McKinley," and "American Boys Life of Theo-

dore Roosevelt." These and dozens of other volumes appeared under his own name. Under noms de plume, he wrote the "Rover Boys Series," "Flag of Freedom Series," "Frontier Series," "Boy Hunters Series" and the "Putnam Hall Series."

Changes in Price

MACRAE-SMITH-COMPANY

"The Door in the Mountain," "Jack O'Lantern," "The Polly Page Camping Club," "The Polly Page Motor Club," "The Polly Page Ranch Club," "The Polly Page Yacht Club," "Greenacre Girls," "Jean of Greenacres," "Kit of Greenacre Farm," by Izola L. Forrester, from \$1.75 to \$2.00 each.
 "Joan of Juniper Inn," "Joan's Jolly Vacation," "Joan's California Summer," by Caroline E. Jacobs, from \$1.75 to \$2.00 each.
 "South From Hudson Bay," "Red River Trail," "The Island of Yellow Sands," "The Secret Cache," by E. C. Brill, from \$1.75 to \$2.00 each.
 "Lafayette for Young Americans," by Rupert S. Holland, from \$1.75 to \$2.00.
 "The Flag," by Homer Greene, from \$1.75 to \$2.00.
 "The Red Fairy Book," by Andrew Lang, from \$2.50 to \$2.00.
 "The Blue Fairy Book," by Andrew Lang, from \$2.50 to \$2.00.
 "Heidi," by Johanna Spyri, from \$2.50 to \$2.00.
 "Hans Brinker," by Mary Mapes Dodge, from \$2.50 to \$2.00.

Price changes in effect June 1, 1930.

D. APPLETON & CO.

"Color Key to North American Birds," by Frank M. Chapman, from \$3.50 to \$4.00.

FARRAR & RINEHART

"Strange Bedfellows," from \$2.50 to \$3.00.
 "Machine Made Man," from \$3.00 to \$3.50.

HENRY HOLT AND COMPANY

"Heroes from Hakluyt," by Charles J. Finger, \$3.00 instead of \$4.50.

Business Notes

CHICAGO.—Jessamine G. Hoagland has sold "The Library," 1400 Lake Shore Drive to Mrs. Nell V. Hayward.

NEW ORLEANS.—J. D. Stafford Co., T. J. McDonald, 609 Baroune Street, opened with fiction, biography, travel and business books and circulating library.

PHILADELPHIA.—Mr. Rudolph Hahn will give up his interest in the book shop at 833 Lancaster Avenue, June 1st. Richard Stockton has taken over his business.

ROX, NEV.—Libreria Herrera, Alberto S. Herrera, U. S. Post Office. Small bookshop dealing in Spanish books of all kinds.

SAN ANTONIO, TEXAS.—The Gunter Hotel Bookshop & Library, Marshall Warren Jr., has opened with general stock and circulating Library.

WASHINGTON.—The Baptist Book Store, 320 Woodward Building, 15th and 11th Streets, N. W., has moved to 715 Eighth Street, N. W.

WHITE PLAINS, N. Y.—The Parker Book Shop has moved from Martine Avenue at Grand Street to 103 Mamaroneck Avenue near Post Road.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THERE are several biographies of importance among the books listed in this Weekly Record, which is gradually shrinking in size as hot weather approaches. The first biography of Briand, world-known French statesman, to be published in this country, is by *Thomson*. MacGregor *Jenkins*, essayist and editor, who was born in Amherst, Mass., and who, as a child, knew the Dickinson family intimately, has written a portrait of "Miss Emily," as he knew her and saw her daily life. It makes a most interesting contribution to American literary memoirs. A study of Andrew Johnson and a critical period in American political history is written by Howard K. *Beale* of Bowdoin College. Volumes which illumine the background and years leading up to the War are the biography of Francis Joseph I of Austria, the last of the Hapsburg emperors, by *Tschuppik*, and *Krupp*, containing the letters of the great German ironmaster.

"Armageddon," compiled by *Lohrke*, is an anthology of the World War in literature. It is a comprehensive volume, which contains all the high-spots—not only excerpts from the writings of such authors as H. G. Wells, Romain Rolland, Ernest Hemingway, Arnold Zweig, and many others, but also official communications, proclamations of war and soldiers' songs. Each episode is complete in itself, but all are joined so expertly that a chronological picture of the War as seen by great writers is the result. H. M. *Tomlinson*, author of "All Our Yesterdays," is the compiler of

an anthology of great sea stories of all nations. This week marks the appearance of a second annual collection of *Best English Detective Stories*.

The fifth volume of "The Cambridge History of India," edited by *Dodwell*, which treats of the beginning of British rule in that country, is a profitable item for large bookstores. Sir James George *Frazer*, noted for his "Golden Bough," is the author of a new volume of scientific fact written in entertaining style, "Myths of the Origin of Fire." Other books of solid worth are "Art in England, 1821-1837," continuing *Whitley's* previous volumes on earlier periods, and the splendid new edition of "Evelina," by Fanny Burney, Madame d' *Arblaye*.

Irving *Bachelor's* new novel is a contribution to New England Tercentenary reading in fiction. The new *Van Dine* mystery is ready. "Skyways" by General *Mitchell*, former commander of the air forces of the A. E. F., is a non-technical, comprehensive book for everyone interested in aviation, and who is not? There is a new and revised edition of *Collins' "Radio Amateur's Handbook."* *Chekhov's "Uncle Vanya"* has just been published in the translation used in the present New York stage production, in which Lillian Gish is playing. "Ex-Baby," the anonymous confessions of a four-year-old, is the latest addition to the "Ex" library. Blanche S. *Rhett* has compiled an attractive southern cook-book. A dozen additions have been made to the Travellers' Library.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.) sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of May 24, 1930

Abbott, Justin E., tr.

Stotramala; a garland of Hindu prayers; a translation of prayers of Maratha poet-saints, from Dnyaneshvar to Mahipati. various p. D (Poet-saints of Maharashtra, no. 6) ['30] [Summit, N. J., Translator, 120 Hobart Ave.] \$1.25

Adler, Elkan Nathan

London. 270p. (2p. bibl.) il., map S (Jewish communities ser.) '30 Phil., Jewish Pub'n Soc. \$2.25

American educational catalog for 1930. 152p. O '30 N. Y. [R. R. Bowker Co.] flex. cl., \$1; pap., 50 c.

A complete alphabetical list of textbooks revised and corrected to April, 1930, including a separate section of 1929-1930 publications classified under nine general headings.

Arblay, Mme. Frances Burney d'

Evelina, or, The history of a young lady's entrance into the world; ed. by Sir Frank D. Mackinnon. 590p. (bibl. note) il. (col. front.) O '30 [N. Y.] Oxford bds. \$7.50
The illustrations are from contemporary 18th century sources.

Armstrong, Martin Donisthorpe

The bazaar, and other stories. 287p. S (Travellers' lib.) ['28] N. Y., Cape & Smith \$1

Bacheller, Irving Addison

A candle in the wilderness; a tale of the beginning of New England. 318p. (bibl. note) D [c. '30] Ind., Bobbs-Merrill \$2
A story of romance, adventure, and strong characterization, laid in colonial New England.

Barman, Christian Augustus

Architecture. 128p. (bibl. note) S (New lib.) ['29] N. Y., Cape & Smith 60 c.

Beale, Howard K.

The critical year; a study of Andrew Johnson and reconstruction. 463p. (28p. bibl.) il. O [c. '30] N. Y., Harcourt \$3.75

A defense of President Johnson and a new interpretation of one of the most critical and dramatic years in American history, from April, 1865, to November, 1866, by a professor of history at Bowdoin College.

Beery, Pauline Gracia

Stuff; the story of materials in the service of man. 517p. il. O c. N. Y., Appleton \$5

A popular survey of chemistry—how modern chemists have harnessed the various materials of nature for man's use.

Besson, Maurice, comp.

The scourge of the Indies; buccaneers, corsairs and filibusters; from original texts and contemporary engravings [tr. by Everard Thornton] [lim. ed.]. 342p. (3p. bibl.) il. (pt. col.) maps (pt. col.) Q ['30] N. Y., Random House \$10

Contemporary accounts of the adventurers from Europe who explored and settled the shores of the West Indies and sailed their seas from the 16th to the 18th century.

Best English detective stories of 1929, The. 395p. D c. N. Y., Liveright \$2.50

By such popular authors as Anthony Berkeley, Agatha Christie, G. K. Chesterton, J. S. Fletcher, E. Phillips Oppenheim, and others.

Bible

The Acts of the Apostles; introd. by Arthur Quiller-Couch. 96p. front., map T [n. d.] N. Y., Dutton 55 c.

Bierce, Ambrose

Can such things be. 267p. S (Travellers' lib.) [c. '09] N. Y., Cape & Smith \$1

Boccaccio, Giovanni

The decameron; tr. by Richard Aldington; il. by Jean de Bosschère; 2 v. [lim. ed.]. 349p.; 342p. il. (pt. col.) O c. N. Y., Covici, Friede \$17.50, bxd. [corrected price]

Bronson, Wilfrid S.

Fingerfins; the tale of a Sargasso fish; il. by the author. 52p. il. (pt. col.) sq. O c. N. Y., Macmillan \$2

The story of a peculiar and interesting fish and of other underseas life told and pictured by a staff artist of a scientific expedition to the Sargasso Sea.

Browning, Robert

Selected poems; ed. by Luther Emerson Robinson. 226p. (3p. bibl.) S (Lippincott's classics) [c. '30] Phil., Lippincott 60 c.

Buck, Percy Carter

A history of music. 123p. (bibl.) S (New lib.) ['29] N. Y., Cape & Smith 60 c.

Bush, Christopher

The death of Cosmo Revere. 324p. front. (map) D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2

Many strange circumstances deepen the mystery of the death of Cosmo Revere—the last of an ancient English family.

Bailen, Samuel Lawrence

Italy and your senses. 87p. O [c. '30] [Bost., Davidson, Press, 115 Federal St.] apply

Bedford, Vincent

Snip the tailor; a play for boys. 12p. diagr. S (French's plays for boys, no. 18) c. '30 N. Y., S. French pap. 35 c.

Brunton, F. Carmichael

Bet; better; best! a play in one act. 19p. diagr.

S (French's acting ed., no. 1629) c. '30 N. Y., S. French pap. 35 c.

Burke, Dorothy Williams

Youth and crime; study of the prevalence and treatment of delinquency among boys over juvenile-court age in Chicago. 210p. il. (Children's Bur. pub'n 196) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 35 c.

Butler, Dom Cuthbert

The Vatican Council; the story told from inside in Bishop Ullathorne's letters; 2 v. 319p.; 316p. (6p. bibl. note) il. (pors.) O '30 N. Y., Longmans \$10.50

A history of the Vatican Council, which assembled in Rome in 1870 and is of great importance in the modern history of the Catholic Church.

Cairns, W. B.

A history of American literature; rev. ed. 576p. D '30 N. Y., Oxford \$2.50

Catalogue of Dutch art, 1450-1900 (A); commemorating the exhibition of the Royal Academy. il. (pt. col.) F '30 N. Y., Oxford \$40

Chekhov, Anton Pavlovich

Uncle Vanya; tr. by Rose Caylor. 125p. D c. N. Y., Covici, Friede \$2

This play is now running in New York.

Chesterfield, Lord

Selected letters of Lord Chesterfield; comp. by Phyllis M. Jones. 415p. T (World's classics, no. 347) '30 N. Y., Oxford 80 c.

Clark, Victor S., and others

Porto Rico and its problems. 707p. il. O '30 Wash., D. C., Brookings Inst. \$5

Collins, Archie Frederick

The radio amateur's handbook; a complete, authentic and informative work on radio telegraphy and telephony; 6th ed., rev. by George C. Baxter Rowe. 393p. (bibl.) il., diagrs. D [c.'22-'30] N. Y., Crowell \$2

Concise dictionary of national biography (The); from the beginnings to 1921; being an epitome of the main work and its supplement, to which is added an epitome of the twentieth century volumes, covering 1901-1921. 1606p. O '30 N. Y., Oxford \$7

Cooper, James Fenimore

The last of the Mohicans; a narrative of 1757; ed. by W. K. Wickes; rev. by H. Y. Moffett. 657p. il., map S (New pocket classics) [c.'99,'30] [N. Y.] Macmillan flex. fab. 60 c.

Coppard, Alfred Edgar

The black dog; tales. 293p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Crossley, Archibald M.

Watch your selling dollar! 377p. map, diagrs. (col.) O [c.'30] N. Y., B. C. Forbes Pub. Co. \$5 [corrected price]

Cummings, Edward Estlin

The enormous room. 298p. S (Travellers' lib.) [c.'22] N. Y., Cape & Smith \$1

Dahlström, Carl Enoch William Leonard

Strindberg's dramatic expressionism. 253p. (bibls.) O (Univ. of Mich. pub'ns lang. and lit., v. 7) c. Ann Arbor, Mich., Univ. of Mich. \$2.50

De Castro, Adolphe Danziger, and Bierce, Ambrose

The monk and the hangman's daughter. 274p. S (Travellers' lib.) [c.'11] N. Y., Cape & Smith \$1

Detweiler, Charles S.

The waiting isles; Baptist missions in the Caribbean. 167p. (bibl.) il. D [c.'30] Phil., Judson Press \$1.25; pap., 75 c.

A discussion of past, present and future Baptist missionary work in the West Indies.

Dickens, Charles

A tale of two cities; ed. by H. G. Buehler and Lawrence Mason; rev. by H. Y. Moffett. 653p. il. S (New pocket classics) [c.'06,'30] [N. Y.] Macmillan flex. fab. 60 c.

Dodwell, Henry Herbert, ed.

The Cambridge history of India; v. 5, British India, 1497-1858. 705p. (45p. bibl.) O ['30] N. Y., Macmillan \$9

Donne, John

The poems of John Donne; ed. by H. J. Grierson. 460p. il. D '30 N. Y., Oxford \$2.50

Dooley, William Henry

Clothing and style; for dressmakers, milliners, buyers, designers, students of clothing, and stylists. 453p. il., diagrs. D [c.'30] Bost., Heath \$4

Dos Passos, John Roderigo

Orient express. 221p. S (Travellers' lib.) [c.'22,'27] N. Y., Cape & Smith \$1

Downing, Elliot Rowland

Science in the service of health. 327p. il. diagrs. D (Longman's school science ser.) c. N. Y., Longmans \$2

Dubs, Homer H.

Rational induction; an analysis of the method of science and philosophy. 525p. (bibl. footnotes) D [c.'30] Chic., Univ. of Chic. Press \$4.50

The problems of attaining knowledge; also propounding a new theory of induction.

Euripedes

Iphigenia in Aulis; tr. by F. M. Stawell. 136p. D '30 N. Y., Oxford \$1

Ex-baby; by one who has been through it all.

55p. S c. N. Y., Covici, Friede bds. \$1

A four-year-old tells all about his babyhood in this humorous little volume.

Eyles, Mrs. Margaret Leonora Pitcairn

Strength of the spirit. 350p. D ['30] N. Y., Richard R. Smith \$2

The spirit of a suicide comes back to find revenge on the man who published the story of his crimes and caused his death.

Ferm, Vergilius Ture Anselm, ed.

What is Lutheranism? a symposium in interpretation. 321p. (bibl. footnotes) D c. N. Y., Macmillan \$2.50

Prominent Lutherans have contributed these twelve articles that interpret the essentials of their religion and its various aspects.

Congdon, Allan Ray

Training in high-school mathematics essential for success in certain college subjects. 111p. (2p. bibl.) O (Contribs. to educ. no. 403) c. N. Y., Teachers College, Columbia Univ. \$1.50

Dewey, John

Construction and criticism. 25p. O c. N. Y., [Columbia Univ. Press] pap. 75 c.

Diehl, H. S.

Health and scholastic attainment. 11p. (bibl.) (Public health reprint, 1340) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Fisher, Irving, and Brougham, Herbert Bruce
The "noble experiment." 536p. (5p. bibl.) il. diags. D c. N. Y., Alcohol Information Committee, 150 - 5th Ave. \$2

An inquiry into the effects of prohibition, giving the views of both the "wets" and the "drys" on all questions, with the conclusion "that prohibition has already accomplished incalculable good, hygienically, economically and socially" and that the 18th amendment should be more fully enforced.

Fletcher, Joseph Smith

The heaven-sent witness, and other stories. 305p. D c. Garden City, N. Y., Doubleday, Doran \$2

Twenty-one stories of crime, mystery and detection.

Frazer, Sir James George

Myths of the origin of fire; an essay. 245p. (bibl. footnotes) O '30 [N. Y.], Macmillan \$4.50

A collection and comparison of the myths on the origin of fire which exist among primitive peoples on all the five continents, beginning with the lowest savages, the Tasmanians.

French, Joseph Lewis, ed.

Aces of the air; introd. by Captain Eddie Rickenbacker. 304p. il. diags. O (Big aviation b'k ser.) [c. '30] Springfield, Mass., McLoughlin Bros. \$1

Gairdner, William Henry Temple

W. H. T. G. to his friends; some letters and informal writings of Canon W. H. Temple Gairdner of Cairo, 1873-1928. 180p. front. (por.) D [n. d.] [N. Y., Macmillan] \$2

Gardiner, Bp. Stephen

Obedience in church and state; three political tracts; ed. and tr. by Pierre Janelle. 291p. (bibl. footnotes) front. O '30 [N. Y., Macmillan] \$5

The political thought of a 16th century English bishop in the original Latin and in English translation, with an introductory essay by the editor.

Gibbons, John

Tramping to Lourdes. 213p. map D [n. d.] N. Y., P. J. Kenedy \$2

An account of an English journalist's journey on foot from the Channel through the picturesque country-side of France to the shrine of Lourdes on the Spanish border.

Gide, André

Montaigne. 128p. '30 N. Y., Liveright \$5, bxd.

Gilson, Etienne

The philosophy of St. Thomas Aquinas; tr. by Edward Bullough; ed. by Rev. G. A. Elrington; 2nd rev. and enl. ed. 387p. O '30 St. Louis, B. Herder \$2.75

Gissing, George

Veranilda; an unfinished romance. 372p. T (World's classics, no. 349) '30 N. Y., Oxford 80 c.

Goldsmith, Oliver

The deserted village, and other poems; ed. by R. N. Whiteford; rev. by H. Y. Moffett. 277p. il. S (New pocket classics) [c. '05, '30] [N. Y.], Macmillan flex. fab. 60 c.

She stoops to conquer: The good-natured man; ed. by R. N. Whiteford; rev. by H. Y. Moffett. 309p. il. S (New pocket classics) [c. '05, '30] [N. Y.], Macmillan flex. fab. 60 c.

Graham, Abbie

High occasions [essays]. 159p. O '30 N. Y., Womans Press bds. \$1.50

Groves, Ernest Rutherford, and Blanchard, Phyllis Mary

Introduction to mental hygiene. 473p. (bibs.) O (Amer. social science ser.) [c. '30] N. Y., Holt \$4

The origin, development and work of mental hygiene, as applied to all aspects of modern living.

Harris, Charles, D.D.

Pro fide; a textbook of modern apologetics for theological students, ministers of religion, and others; 4th ed. 692p. (bibl. notes) D ['30] N. Y., Dutton \$4.20

Harrison, Marjorie

Go West—go wise! a Canadian revelation. 320p. il. D '30 N. Y., Longmans \$3

This account of the English author's Canadian visit gives a picture of life and conditions in that great country.

Hartshorne, Hugh, and others

Studies in the organization of character. 519p. (8p. bibl.) diags. D (Studies in nature of character, 3) c. N. Y., Macmillan \$2.75

Harvard studies in classical philology; v. 40. 212p. O '30 Cambridge, Mass., Harvard \$2

Hawthorne, Nathaniel

The House of the Seven Gables; ed. by Clyde Furst; rev. by H. Y. Moffett. 508p. il. S (New pocket classics) [c. '05, '30] [N. Y.], Macmillan flex. fab. 60 c.

Hedges, R. Y., and Winterbottom, Allan

The legal history of trade unionism [in England]. 189p. (bibl. footnotes) O '30 N. Y., Longmans \$3

Hodous, Lewis

Folkways in China. 248p. il. D '30 Milwaukee, Caspar, Krueger, Dory Co. \$5

Foran, T. G.

The form of spelling tests. 24p. (bibl. footnotes) O (Educational research bulls., v. 4, no. 8) [c. '30] Wash., D. C., Catholic Educ. Press pap. 35 c.

A supplementary review of the constancy of the intelligence quotient. 42p. (4p. bibl.) O (Educational research bulls., v. 4, no. 9) [c. '30] Wash., D. C., Catholic Educ. Press pap. 35 c.

Gowen, Emmett

A true exposé of racketeers and their methods. 96p. il. Q c. '30 N. Y., Popular B'k Corp., 98 Park Pl. apply

Hall, Percy

Ultra-violet rays in the treatment and cure of disease; 4th ed. 270p. il. diags. O '30 St. Louis, C. V. Mosby \$4.50

Hayes, Wayland Jackson

Some factors influencing participation in voluntary school group activities; a case study of one high school. 88p. (bibl.) diags. O (Contribs. to educ., no. 419) c. N. Y., Teachers College, Columbia Univ. \$1.50

Heyl, Paul R.

Architectural acoustics. 9p. (bibl.) (Standards circular 380) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Holmes, Harry Nicholls

General chemistry; rev. ed. 664p. (bibls.) il. diagrs. (pt. col.) O '30, c. '21, '30 N. Y., Macmillan
fab. \$3.50

Homer

The Odyssey of Homer; done into English prose by S. H. Butcher and Andrew Lang; abridged and ed. by Wallace B. Moffett. 453p. il. map S (New pocket classics) c. '05, '30 [N. Y.], Macmillan flex. fab. 60 c.

Humphrey, Zephine [Mrs. Wallace Weir Fahnestock]

The beloved community. 270p. D [c. '30] N. Y., Dutton \$2.50
Essays and stories about the life and people of a small Vermont village.

Huxley, Aldous Leonard

Brief candles. 320p. D c. Garden City, N. Y., Doubleday, Doran \$2.50
Three short stories and a novelette.

Imms, Augustus Daniel

A general textbook of entomology; including the anatomy, physiology, development and classification of insects; 2nd ed., rev. 715p. (bibls.) il. diagrs. O [n.d.] N. Y., Dutton \$10.80

Innis, Harold Adams

The fur trade in Canada; an introduction to Canadian economic history. 444p. (bibl. footnotes) il. O (Oliver Baty Cunningham Memorial Pub'n, 9) c. New Haven, Conn., Yale \$5
A history of an important industry whose growth was a vital factor in the expansion of Canada.

Jenkins, MacGregor [Rusticus, pseud.]

Emily Dickinson, friend and neighbor. 150p. O c. Bost., Little, Brown \$3
As a child in Amherst, Massachusetts, the author knew the Dickinson family intimately and Emily Dickinson as a woman in her forties. He now writes about the famous New England poet as he saw and knew her at that time.

Johnson, Boswell and Mrs. Piozzi; a suppressed passage restored. 16p. il. Q '30 N. Y., Oxford \$4.50

Karlweis, Marta

The Viennese lover. 315p. D c. N. Y., Ives Washburn \$2.50
In 1889 Erwein von Raidt was the typical young, aristocratic rake of Vienna. This novel follows the course of his life to the drastic changes of post-war years.

Karpinski, Louis Charles, and Winter, John Garrett

Contributions to the history of science. 294p. (bibl. footnotes) il. diagrs. Q (Univ. of

Mich. studies; humanistic ser., v. 11) '30, c. '15-'30 Ann Arbor, Mich., Univ. of Mich. \$3.50
Part one was published originally in 1915, part two in 1916.

Kauffman, Treva Erdine

Teaching problems in home economics. 191p. (bibls.) il. diagrs. D (Lippincott's home economics texts) [c. '30] Phil., Lippincott \$1.80

Keeble, Alfred L.

Cabinet making, theory and practice. 181p. il. diagrs. D '30 N. Y., Longmans \$1.50

Kenngott, Alfred

Kenngott's Esperanto course. 179p. S [c. '30] Austin, Tex., E. L. Steck Co., 9th & Lavaca Sts. \$1

Kern, Paul B.

The miracle of the Galilean. 263p. (bibl. footnotes) D (Fondren lectures for 1930) c. Nashville, Tenn., Cokesbury Press \$2
An interpretation of the significance of the life and teachings of Jesus.

King-Hall, Luise, and King-Hall, Magdalen [Cleone Knox, pseud.]

The well-meaning young man. 302p. D c. N. Y., Appleton \$2

Dan Cavanagh, youngest son of a titled Irish family, has many amusing adventures in Germany, the Black Forest and in Italy in his effort to find out what kind of work he really wants to do.

Kirby, Thomas Joseph, and others

Pupil activity; English ser.; 2 v. 314p.; 427p. il. D [c. '30] N. Y., Harcourt \$1.04; \$1.20

Kirk, Harris Elliott, D.D.

The spirit of Protestantism. 233p. (bibl. footnotes) D (Cole lectures for 1930) c. Nashville, Tenn., Cokesbury Press \$2
A discussion of the present condition and needs of Protestantism, written especially for young preachers.

Krupp, Alfred

Krupp; a great business man seen through his letters; ed. by Wilhelm Berdrow; tr. by E. W. Dickes. 416p. front. (por.) O '30 N. Y., Dial Press \$5
A portrait of Alfred Krupp, who inherited his father's bankrupt iron business at the age of fourteen and became one of the greatest ironmasters of 19th century Germany, is here presented through his letters.

Lacey, Ida Belle

Light then and now. 216p. il. D c. N. Y., Macmillan 58 c.
The story of illumination from the torch of primitive man to the electric displays of today, told in simple fashion, for children.

Hugo, Simon M.

On with the dance; a farce comedy in one act. 29p. D (French's internat'l copyrighted ed., no. 679) c. '30 N. Y., S. French pap. 30 c.

Jameson, Emily D.

Physical education for the preparation of general elementary school teachers; a study of content and requirements of courses of physical education offered in twenty-two state teachers colleges and normal schools in 1926-27. 126p. (2p. bibl.) diagrs. O (Contribs. to educ., no. 402) c. N. Y., Teachers College, Columbia Univ. \$1.50

Johnson, Robert

The art of retouching photographic negatives; and

practical directions how to finish and color photographic enlargements, etc.; new ed., rev. and enl. by Arthur Hammond and others. 163p. il. diagrs. O c. Bost., Amer. Photographic Pub. Co. \$2.50

Kelly, Isabel T.

Peruvian cumbrous bowls. 15p. (bibl. footnotes) il. Q (Pub'ns in Amer. archaeology and ethnology, v. 24, no. 6) '30 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Krieger, Laura B. M.

Prediction of success in professional courses for teachers. 77p. (4p. bibl.) diagrs. D (Contribs. to educ., no. 420) c. N. Y., Teachers College, Columbia Univ. \$1.50

Lemos, Pedro Joseph, comp.

Modern art posters. 36p. il. (pt. col.) Q [c. '30] Worcester, Mass., School Arts Mag. \$3, portfolio

Leonard, Mrs. Frances Sweet

When evening shadows fall; poems. 287p. D '30 Caldwell, Idaho, Caxton Printers \$2.50

Levens, R. G. C., ed.

A book of Latin letters. 196p. (bibl. footnotes) D [n.d.] N. Y., Dutton \$2

These letters from famous Romans, Cicero, Virgil, Pliny, give an accurate picture of life during their times.

Levy, Newman [Flaccus, pseud.], and Held, John, jr.

Saturday to Monday. 79p. il. D '30, c. '29, '30 N. Y., Knopf bds. \$1.50

Newman Levy's poems and John Held's pictures celebrate the dubious joys of week-end visitors and their hosts.

Loder, Vernon, pseud. [John George Haslette Vahey, John Haslette, pseud.]

The shop window murders. 302p. D c. N. Y., Morrow \$2

One morning the display window of a big London department store disclosed the murdered bodies of its proprietor and one of his employees.

Löhrke, Eugene William, ed.

Armageddon; the World War in literature. 833p. (9p. bibl.) map O [c. '30] N. Y., Cape & Smith \$5

The World War as experienced in all phases of fighting, in all countries is here presented in this collection of excerpts from the most outstanding works on the war. Among the many great writers represented are Joseph Conrad, Romain Rolland, H. G. Wells, John Galsworthy, Arnold Bennett, Ernest Hemingway and Hugh Walpole.

Lubbock, Percy

Roman pictures. 221p. S (Travellers' lib.) ['23-'29] N. Y., Cape & Smith \$1

McCarthy, D. A.

Language development of the pre-school child. '30 Minneapolis, Univ. of Minn. Press \$2.50

Marlow, Louis, pseud. [Louis Umfreville Wilkinson]

Love by accident, a tragi-farce. 325p. D '30, c. '29, '30 Garden City, N. Y., Doubleday, Doran \$2.50

An ironical comedy of a modern young Englishman who could not take love seriously, escaping from his affairs and adventures by accident and finally falling in love by chance.

Massee, Jasper Cortenus, D.D.

The Pentecostal fire; rekindling the flame. 150p. D [c. '30] Phil., Judson Press \$1.50

Evangelistic sermons.

Maupassant, Guy de

Stories from De Maupassant; tr. by E. M.; preface by Ford Madox Ford. 221p. S (Travellers' lib.) ['27, '29] N. Y., Cape & Smith \$1

Meditation manual for each day in the year;

from the Italian of a Father of the Society of Jesus; 3rd rev. ed. 804p. O '30 St. Louis, B. Herder \$2.25

Middleton, George, and Thomas, Albert Ellsworth

The big pond; a trans-Atlantic comedy in three acts. 122p. il. diags. D (French's standard lib. ed.) c. '25, '30 N. Y., S. French pap. 75 c.

Millar, Robins

Thunder in the air; a play in three acts. 62p. il. O (French's standard lib. ed.) c. '23, '28 N. Y., S. French pap. 75 c.

Miner, Jessie S.

Trailings; a rhymed sketchbook. 62p. D [c. '30] N. Y., Lantern Press, 45 Astor Pl. bds. \$1.50

Poems inspired by various places in Europe and the countries about the Mediterranean.

Mitchell, General William

Skyways; a book on modern aeronautics. 314p. il. maps O c. Phil., Lippincott \$3

Information on all phases of civil, commercial and military aeronautics, written in simple, non-technical language by the former Commander of the Air Forces of the A. E. F. and Director of Military Aeronautics in the U. S. Army who also recounts many personal experiences connected with aviation.

Mitchison, Mrs. Naomi Margaret Haldane

When the bough breaks, and other stories. 317p. (bibl. note) S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Monks, Minnie May

Winbeam. 156p. il. O c. N. Y., Knickerbocker Press \$2

Stories and essays of the out-of-doors, near Mount Winbeam, in West Brook and Wanaque Valleys, N. J.

Moore, Thomas

Lalla Rookh. 179p. il. '30 N. Y., Dial Press \$5

Moseley, Sydney A., and Chapple, H. J. Barton

Television, to-day and to-morrow; foreword by John L. Baird. 153p. il. diags. O [n.d.] N. Y., Pitman \$2.50

The development of television in England, with the Baird apparatus.

Munro, William Bennett

The constitution of the United States; a brief and general commentary. 204p. (bibl. note) D c. N. Y., Macmillan \$1.25

What the various clauses of our country's fundamental law express and imply explained concisely and non-technically.

Niver, Harmon Bay

The United States, its possessions. 238p. il. maps D (New geography by grades, 5B) '30 N. Y., Hinds, Hayden & Eldredge 96 c.

Noble, Barbara

The years that take the best away. 325p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

The story of an English girl, who was a child at the time of the War, up to her twentieth year.

[Le Fever, Alice B., and Hall, Mary L.]

My seat work; exercises to go with the primer. The new path to reading by Anna D. Cordts. 89p. il., diags. Q [c. '30] [Bost., Ginn] pap. 48 c.

Morris, Lyle L.

The single salary schedule; an analysis and evaluation. 79p. (bibl. footnotes) diagr. O (Contribs. to educ., no. 413) c. N. Y., Teachers College, Columbia Univ. \$1.50

Norman, Charles

The bright world, and other poems. 94p. D '30, c. '25-'30 N. Y., Morrow bds. \$2

Nothstein, Ira Oliver, D.D.

Lutheran makers of America; brief sketches of sixty-eight notable early Americans. 232p. (bibls) il. D [c. '30] Phil., United Lutheran Pub'n House \$1.50

Owen, Frank

The purple sea; more splashes of Chinese color. 153p. D c. N. Y., Lantern Press bds. \$1.50

Stories of China.

Owens, Richard N., and Hardy, Charles O.

Interest rates and stock speculation; rev. ed. 221p. D '30 Wash., D. C., Brookings Inst. \$2.50

Parkman, Francis

The Oregon Trail; introd. by Hamlin Garland. 384p. S (Modern readers' ser.) c. N. Y., Macmillan half lea. \$1.25

Parsons, Thomas Richard

The materials of life; a general presentation of biochemistry. 288p. (3p. bibl.) il. diagrs. O [c. '30] N. Y., Norton \$3

A popular presentation of a new science—biochemistry—the chemistry of the human body.

Pater, Walter Horatio

Marius the Epicurean; his sensations and ideas. 390p. S (Travellers' lib.) ['27-'29] N. Y., Cape & Smith \$1

Peacock, W., comp.

English verse; v. 3, Dryden to Wordsworth. 666p. T (World's classics, no. 310) '30 N. Y., Oxford 80 c.

Perry, W., D.D.

The Scottish Prayer Book; its value and history. 154p. D '29 [N. Y., Macmillan] \$1.80

Peters, Charles Clinton

Objectives and procedures in civic education; an intensive study in curriculum construction. 309p. (bibl. footnotes) D (Longmans' educ. ser.) c. N. Y., Longmans \$2

Poe, Edgar Allan

Tales; rev. by H. Y. Moffett. 404p. (bibl.) il. S (New pocket classics) [c. '01, '30] [N. Y.], Macmillan flex. fab. 60 c.

Powys, Llewelyn

Apples be ripe. 304p. D [c. '30] N. Y., Harcourt \$2.50

Chris Holbeck, breaking away from a respectable career, finds new life and delight as a wanderer in the English countryside.

Reese, Albert Moore

Outlines of economic zoölogy; 3rd ed. 354p. (10p. bibl.) il. D [c. '30] Phil., Blakiston \$2.50

Rhett, Blanche S., comp.

Two hundred years of Charleston cooking; recipes gathered by Blanche S. Rhett; ed. by Lettie Gay; introd. and explanatory matter by Helen Woodward. 305p. il. D [c. '30] N. Y., Cape & Smith \$2.50

Recipes taken from the private cookbooks of old Charleston families and standardized as to measurements, etc., by the New York Herald-Tribune Institute.

Richberg, Donald

Tents of the mighty. 279p. il. D c. Chic., Willett, Clark & Colby \$2.50

Reminiscences of political and judicial life in the States during the past thirty years by a noted lawyer and progressive.

Riefler, Winfield W.

Money rates and money markets in the United States; introd. by E. A. Goldenweiser. 277p. diagrs. O c. N. Y., Harper \$4

A study of rate movements in the American money markets since the establishment of the Federal Reserve System.

Robertson, Frank C.

Clawhammer ranch [fiction]. 297p. D [c. '30] Newark, N. J., Barse & Co. \$2

Roehm, Alfred Isaac, and Lebert, Eugene M., eds.

Simple French from great writers. 293p. il. (pors.) D (Lafayette ser.) [c. '30] Richmond Va., Johnson Pub. Co. \$1.24

Rosbery, Archibald Philip Primrose, 5th earl of

Napoleon, the last phase. 288p. (bibl. footnotes) S (Travellers' lib.) [c. '00, '28] N. Y., Cape & Smith \$1

Sammis, John Langley

Cheese making; 8th ed. of Decker's Cheese-making; rev. and enl. 293p. il. diagrs. O '30 Madison, Wis., Cheese Maker Bk. Co. \$2.75

Oberteuffer, Delbert

Personal hygiene for college students; a study of the curiosities, interests, and felt needs of college students in the subject matter of personal hygiene. 121p. (3p. bibl.) O (Contribs. to educ., no. 407) c. N. Y., Teachers College, Columbia Univ. \$1.50

O'Shea, Harriet Eastabrooks

A study of the effect of the interest of a passage on learning vocabulary. 127p. (6p. bibl.) diagrs. O (Contribs. to educ., no. 351) c. N. Y., Teachers College, Columbia Univ. \$1.50

Pearce, William Peter

The world's best book, and the best book for the world. 92p. il. D [c. '30] Mountain View, Cal., Pacific Press Pub. Ass'n. apply

Peattie, Donald Culross

Flora of the Indiana dunes; a handbook of the flowering plants and ferns of the Lake Michigan coast of Indiana and of the Calumet district. 432p. il., map D c. Chic., Field Mus. flex. fab. \$2

Phelps, Pauline

The moon and the moonstruck; a play in one act. 19p. D (French's internat'l copyrighted ed., no. 682) c. '30 N. Y., S. French pap. 30 c.

Pomeroy, Robert Watson

What is the dollar? what stocks to buy. 73p. diagrs. O [c. '30] [Buffalo, N. Y., J. W. Clement Co., 8 Lord St.] apply

Purdon, Rupert L.

Confectionery distribution in the United States. 38p. (Domestic commerce ser. 31) '30 Wash., D. C., Gov't. Pr. Off.; Sup't of Doc. pap. 10 c.

Roth, Lawrence Valentine

An English history outline and review. 56p. (bibl.) O [c. '30] Andover, Mass., Smith & Coutts Co. apply

Rowell, Chester H.

The Kyoto Conference of the Institute of Pacific Relations. 54p. D (Internat'l conciliation, no. 260) '30 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Scarth, G. W., and Lloyd, F. E.

An elementary course in general physiology. 258p. O '30 N. Y., Wiley \$2.75

Schilling, William L.

Annual affairs; building the college book. 149p. il. O [c. '30] Wash., D. C., College Annual Producers of U. S., 14th & K Sts. N.W. fab. \$3.50

A textbook for students, teachers, printers, or any one concerned in the publication of a school or college year book.

Scott, Charles Archibald Anderson

New Testament ethics; an introduction. 155p. (bibl. footnotes) D (Hulsean lectures, 1929) '30 N. Y., Macmillan \$2
The art of a good life as shown in the teachings of Jesus.

Shakespeare, William

The merchant of Venice; ed. by Austin G. Schmidt and M. A. Feehan. 191p. front. D (Loyola Eng. classics) Chic., Loyola Univ. Press 44 c.

Sheridan, Richard Brinsley Butler

The rivals: The school for scandal; ed. by Will David Howe; rev. by H. Y. Moffett. 367p. (bibl.) il. S (New pocket classics) [c. '07, '30] [N. Y.,] Macmillan flex. fab. 60 c.

Stanford, Alfred Boller

Flag in the wind. 247p. D c. N. Y., Morrow \$2.50

The story of a Brooklyn clerk, whose first home had been an orphan asylum, and who had always been fascinated by the sea. In an obscure cove on Cape Cod he finds romance and the ship he had planned to have.

Stephenson, Marie Gerlach

The French doll; a phantasy. 59p. D [c. '30] Bost., Badger \$1.50
A story for children.

Stevenson, Robert Louis

Kidnapped; ed. by J. T. Brown; rev. by H. Y. Moffett. 421p. (bibl.) il. map S (New pocket classics) [c. '09, '30] [N. Y.,] Macmillan flex. fab. 60 c.

Sullivan, John William Navin

Aspects of science. 223p. S (Travellers' lib.) ['23, '27] N. Y., Cape & Smith \$1

Swank, Calvin P.

The vestryman; a handbook for church officers. 140p. T [c. '30] Phil., United Lutheran Pub'n House 75 c.

Tennyson, Alfred Tennyson, 1st baron

Idylls of the king; ed. by C. W. French; rev. by H. Y. Moffett. 422p. il. S (New pocket classics) [c. '12, '30] [N. Y.,] Macmillan flex. fab. 60 c.

Thomson, Valentine

Briand, man of peace. 356p. (bibl.) il. O c. N. Y., Covici-Friede \$5

A biography of the famous French statesman—the first to be published in this country—based on the author's conversations with him.

Tolstoy, Leo

What is art? and, Essays on art; tr. by A. Maude. 360p. (Worlds' classics, no. 331) '30 N. Y., Oxford 80 c.

Tomlinson, Henry Major

Between the lines. 56p. D '30 Cambridge, Mass., Harvard \$1.25

Tomlinson, Henry Major, ed.

Great sea stories of all nations. 1132p. O c. Garden City, N. Y., Doubleday, Doran \$5
Sea tales of all countries and times, from ancient Greece to the present, including those of many famous authors.

Totheroh, Dan

Wild birds; a play in three acts. 87p. D [c. '22-'30] N. Y., S. French pap. 75 c.

Tschuppik, Karl

Francis Joseph I; the downfall of an empire; tr. by C. J. S. Sprigge. 533p. il. O [c. '28, '30] N. Y., Harcourt \$3.75
A new biography of the last Hapsburg Emperor.

Rubado, Clarence Arthur

Problems of the city school superintendent in the field of arithmetic. 107p. (42p. bibl.) O (Contribs. to educ., no. 406) c. N. Y., Teachers College, Columbia Univ. \$1.50

Rural organization 1929; proceedings of the twelfth American Country Life Conference. 195p. O [c. '30] [Chic.] Univ. of Chic. Press \$2

Sharman, Jackson Roger

Physical education facilities for the public accredited high schools of Alabama. 83p. (5p. bibl.) O (Contribs. to educ., no. 408) c. N. Y., Teachers College, Columbia Univ. \$1.75

Smith, F. C.

Exercise and health; rev. ed. 6p. (Public health reports, suppl. 24) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Swarthout, A. V.

An analysis of the business of the poultry producers of central California. 52p. maps, diagrs. O (U. S. Dep't of Agri., circular no. 111) '30 [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 10 c.

Taylor, David Gray

The fourth and fifth amendments, very essence of constitutional liberty. 13p. O [c. '30] [Los Angeles, Parker, Stone & Baird Co.] apply

Ten Bruggencate, P.

The radial velocities of globular clusters. 7p.

(bibl.) diagrs. O (Communications to Nat'l Acad. of Sciences, no. 108) '30 Wash., D. C., Carnegie Inst. pap. apply

[Timoshenko, Vladimir P.]

The Danube Basin as a producer and exporter of wheat. 95p. (bibl. footnotes) maps, diagrs. Q (Wheat studies, v. 6, no. 5) c. Stanford Univ., Cal., Food Research Inst. pap. \$2

Vinal, George Wood

Storage batteries; 2nd ed. 416p. O '30 N. Y., Wiley \$5

Vlachos, Conrad A.

Film hazards. 50p. O c. '30 N. Y., [Vlachos & Co., 100 William St.] apply

Wolfe, Rev. John N., ed.

Character education; a symposium of papers on its culture and development. 136p. (bibl.) O '30 N. Y., Benziger Bros. pap. 40 c.

Wright, Edna A., comp.

Music for exercises in ballet dancing. 34p. Q c. '30 Hollywood, Cal., Chapelle & Co., 1230 N. Berendo St. pap. \$2.50

Yearbook of the Pennsylvania Society, 1930; ed. by Robert J. Spence. 110p. il. O '30 N. Y., Pennsylvania Society, 249 W. 13th St. apply

Zahn, Bert

Silk screen methods of reproductions. 160p. il. (pt. col.) D '30 Chic., F. J. Drake fab. \$5

Turner, Josie

Elsie Dinsmore on the loose; il. by Eldon Kelley. 166p. D [c.'30] N. Y., Cape & Smith
bds. \$2.50 [corrected price]

Van Dine, S. S., pseud.

The scarab murder case. 340p. diags. D
'30, c.'29, '30 N. Y., Scribner \$2

An Egyptian scarab proves to be an important clue in Philo Vance's solution of the murder of Benjamin H. Kyle, philanthropist and art patron, killed in a private museum in Gramercy Park.

Van Hise, Charles Richard

Conservation of our natural resources; rev. ed. by Loomis Havemeyer and others. 568p. (bibl. footnotes) il. maps. diags. O '30, c. 10, '30 N. Y., Macmillan \$4

A revised edition based on Van Hise's "The Conservation of Natural Resources in the United States" which was published in 1910.

Walter, Herbert Eugene

Genetics; an introduction to the study of heredity; 3rd ed. 380p. (6p. bibl.) il. diags. D '30, c.'13-'30 N. Y., Macmillan \$2.50

Waples, Douglas, and Tyler, Ralph W.

Research methods and teachers' problems; a manual for systematic studies of classroom procedure. 676p. (bibls.) D (Modern teachers' ser.) c. N. Y., Macmillan \$3.50

Wayland, John Walter

The pathfinder of the seas; the life of Matthew Fontaine Maury. 204p. il. (col. front.) maps O [c.'30] Richmond, Va., Garrett & Massie \$3

A biography of a Virginian noted for his charting of ocean pathways, introduction of new navigation methods and writing of geography textbooks.

Weatherburn, Charles Ernest

Differential geometry of three dimensions; v. 2. 251p. (bibl. footnotes) diags. O '30 [N. Y., Macmillan] \$4.25

Whitley, William Thomas

Art in England, 1821-1837. 386p. il. O '30 N. Y., Macmillan \$9

A continuation of the author's works "Artists and Their Friends in England, 1700-1799" and "Art in England, 1800-1820." The years covered in the present volume see the establishment of the National Gallery.

Williamson, George

The Donne tradition; a study in English poetry from Donne to the death of Cowley. 275p. O '30 Cambridge, Mass., Harvard \$3

Willoughby, Westel Woodbury

The ethical basis of political authority. 468p. (bibl. footnotes) O c. N. Y., Macmillan \$3.50

This volume and the author's previous work, "Fundamental Concepts of Public Law," together set forth a system of political philosophy.

Winters, Laurence M.

Animal breeding; 2nd ed. rev. 380p. diags. O (Wiley agricultural ser.) '30 N. Y., Wiley \$3.75

Wister, Owen

The Virginian, a horseman of the plains; ed. by James Fleming Hosis; rev. by H. Y. Moffett. 584p. il. S (New pocket classics) [c.'02-'30] [N. Y., Macmillan] flex. fab. 60 c.

Worsnap, Bernard Lister

X-rays. 110p. (bibl.) diags. S (Monographs on physical subjects) [n.d.] N. Y., Dutton \$1.10

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McLoughlin Bros.

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Dutton

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 Enormous room, The. Cummings, E. E. \$1 *Cape & Smith*
 Ethical basis of political authority, The. Wilmoughby, W. W. \$3.50 *Macmillan*
 Evelina. Arblay, F. B. d' \$7.50 *Oxford*
 Ex-baby. \$1 *Covici-Friede*
 Fingerfins. Bronson, W. S. \$2 *Macmillan*
 Flag in the wind. Stanford, A. B. \$2.50 *Morrow*
 Folkways in China. Hodous, L. \$5 *Caspar, Krueger, Dory Co.*
 Francis Joseph I. Tschuppik, K. \$3.75 *Harcourt*
 French doll, The. Stephenson, M. G. \$1.50 *Badger*
 Fur trade in Canada, The. Innis, H. A. \$5 *Yale*
 General chemistry. Holmes, H. N. \$3.50 *Macmillan*
 General textbook of entomology, A. Imms, A. D. \$10.80 *Dutton*
 Genetics. Walter, H. E. \$2.50 *Macmillan*
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 Great sea stories of all nations. Tomlinson, H. M. \$5 *Doubleday, Doran*
 Harvard studies in classical philology: v. 40. \$2 *Harvard*
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 House of the Seven Gables, The. Hawthorne, N. 60c. *Macmillan*
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 Iphigenia in Aulis. Euripides. \$1 *Oxford*
 Johnson, Boswell and Mrs. Piozzi. \$4.50 *Oxford*
 Kenngott's Esperanto course. \$1 *E. L. Steck Co.*
 Kidnapped. Stevenson, R. L. 60c. *Macmillan*
 Krupp. Krupp, A. \$5 *Dial Press*
 Lalla Rookh. Moore, T. \$5 *Dial Press*
 Language development of the pre-school child. McCarthy, D. A. \$2.50 *Univ. of Minn. Press*
 Last of the Mohicans, The. Cooper, J. F. 60c. *Macmillan*
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 Light then and now. Lacey, I. B. 58c. *Macmillan*
 London. Adler, E. N. \$2.25 *Jewish Pub'n. Soc.*
 Love by accident. Marlow, L. \$2.50 *Doubleday, Doran*
 Lutheran makers of America. Nothstein, I. O. \$1.50 *United Lutheran Pub'n. House*
 Marius the Epicurean. Pater, W. H. \$1 *Cape & Smith*
 Materials of life, The. Parsons, T. R. \$3 *Norton*
 Meditation manual for each day in the year. \$2.25 *B. Herder*
 Merchant of Venice, The. Shakespeare, W. 44c. *Loyola Univ. Press*
 Miracle of the Galilean, The. Kern, P. B. \$2 *Cokesbury Press*
 Modern art posters. Lemos, P. J. \$3 *School Arts Mag.*
 Money rates and money markets in the United States. Riefler, W. W. \$4 *Harper*
 Monk and the hangman's daughter, The. De Castro, A. D. \$1 *Cape & Smith*
 Montaigne. Gide, A. \$5 *Liveright*
 Myths of the origin of fire. Frazer, J. G. \$4.50 *Macmillan*
 Napoleon, the last phase. Rosbery, Earl. \$1 *Cape & Smith*
 New Testament ethics. Scott, C. \$2 *Macmillan*
 "Noble experiment," The. Fisher, I. \$2 *Alcohol Information Committee*
 Obedience in church and state. Gardiner, S. \$5 *Macmillan*
 Objectives and procedures in civic education. Peters, C. C. \$2 *Longmans*
 Odyssey of Homer, The. 60c. *Macmillan*
 Oregon Trail, The. Parkman, F. \$1.25 *Macmillan*
 Orient express. Dos Passos, J. R. \$1 *Cape & Smith*
 Outlines of economic zoölogy. Reese, A. M. \$2.50 *Blakiston*
 Pathfinder of the seas, The. Wayland, J. W. \$3 *Garrett & Massie*
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 Philosophy of St. Thomas Aquinas, The. Gilson, E. \$2.75 *B. Herder*
 Poems of John Donne, The. \$2.50 *Oxford*

- Porto Rico and its problems. Clark, V. S. \$5
Brookings Inst.
- Pro fide. Harris, C. \$4.20 Dutton
- Pupil activity. Kirby, T. J. \$1.04; \$1.20
Harcourt
- Purple sea, The. Owen, F. \$1.50
Lantern Press
- Radio amateur's handbook, The. Collins, A. F. \$2
Crowell
- Rational induction. Dubs, H. H. \$4.50
Univ. of Chic. Press
- Research methods and teachers' problems.
Waples, D. \$3.50 Macmillan
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- Saturday to Monday. Levy, N. \$1.50 Knopf
- Scarab murder case, The. Van Dine, S. S. \$2
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- Science in the service of health. Downing, E. R. \$2
Longmans
- Scottish Prayer Book, The. Perry, W. \$1.80
Macmillan
- Scourge of the Indies, The. Besson, M. \$10
Random House
- Selected letters of Lord Chesterfield. 80 c.
Oxford
- Selected poems. Browning, R. 60 c.
Lippincott
- She stoops to conquer. Goldsmith, O. 60 c.
Macmillan
- Shop window murders, The. Loder, V. \$2
Morrow
- Simple French from great writers. Roehm, A. I. \$1.24
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- Skyways. Mitchell, W. \$3 Lippincott
- Spirit of Protestantism, The. Kirk, H. E. \$2
Cokesbury Press
- Stories from De Maupassant. \$1
Cape & Smith
- Stotramala. \$1.25 Justin E. Abbott
- Strength of the spirit. Eyles, M. \$2
Richard R. Smith
- Strindberg's dramatic expressionism. Dahlström, C. \$2.50
Univ. of Mich.
- Studies in the organization of character.
Hartshorne, H. \$2.75 Macmillan
- Stuff. Beery, P. G. \$5 Appleton
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- Tales. Poe, E. A. 60 c. S. French
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- Tents of the mighty. Richberg, D. \$2.50
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- Two hundred years of Charleston cooking.
Rhett, B. S. \$2.50 Cape & Smith
- Uncle Vanya. Chekhov, A. P. \$2
Covici, Friede
- United States, its possessions, The. Niver, H. B. 96 c. Hinds, Hayden & Eldredge
- Vatican Council, The. Butler, C. \$10.50
Longmans
- Veranilda. Gissing, G. 80 c. Oxford
- Vestryman, The. Swank, C. P. 75 c.
United Lutheran Pub'n. House
- Viennese lover, The. Karlweis, M. \$2.50
Ives Washburn
- Virginian, The. Wister, O. 60 c. Macmillan
- W. H. T. G. to his friends. Gairdner, W. \$2
Macmillan
- Waiting isles, The. Detweiler, C. S. \$1.25;
75 c. Judson Press
- Watch your selling dollar! Crossley, A. M. \$5
B. C. Forbes Pub. Co.
- Well-meaning young man, The. King-Hall, L. \$2
Appleton
- What is art? Tolstoy, L. 80 c. Oxford
- What is Lutheranism? Ferm, V. \$2.50
Macmillan
- When the bough breaks. Mitchison, N. \$1
Cape & Smith
- When evening shadows fall. Leonard, F. S. \$2.50
Caxton Printers
- Wild birds. Totheroh, D. 75 c. S. French
- Winbeam. Monks, M. M. \$2
Knickerbocker Press
- X-rays. Worsnop, B. L. \$1.10 Dutton
- Years that take the best away, The. Noble, B. \$2.50
Doubleday, Doran

Old and Rare Books

A Monthly Department

Romantic Stories of Books

John T. Winterich

SECOND SERIES

X

The Luck of Roaring Camp

"IT was known that mines of the precious metals existed to a considerable extent in California at the time of its acquisition," declared the President's message. "Recent discoveries render it probable that these mines are more extensive and valuable than was anticipated."

The new personification of cautious understatement, James Knox Polk was not the man to yield to panegyric even in the face of the most extraordinary treasure trove of the century. Two days after his address to Congress of December 5, 1848, he recorded in his diary (in the presence of which alone he was loquacious): "The Secretary of War [William L. Marcy of New York] called and exhibited to me specimens of California gold which had been sent to him by Col. Mason, commanding the U. S. troops in California."

Henry Hart had been three years dead when President Polk prepared the document that gave the first great afflatus of publicity to James Wilson Marshall's

momentous discovery. Now it is only by the most roundabout reasoning — from the thesis that he did not prevent the war with Mexico—that Polk can be credited with having had anything at all to do with this suddenly assumed commercial importance of California. Still, it was a pleasant thing to have happen during his administration, and that undeniable truth alone would have upset a bitter cup of anguish in the breast of Henry Hart. In the vigorous campaign of 1844, wherein Henry Clay missed



Courtesy of Fridenberg Galleries

Bret Harte

From an engraving in the Eclectic Magazine

election by a hair's breadth (and may not, in strict fact, have missed it at all), Hart had thrown himself into the battle for Clay with a zeal that is wholly absent

from politics in these degenerate days, and was not common at so high a pitch even then. There were, indeed, two Henry Harts in the field, and to avoid confusion one of them (the only one who matters in the present narrative) added an "e" to his name.

Henry Hart's mother, before her marriage, had been Catherine Brett. Henry Hart's younger son, by every tenet of genealogy and orthography, should have come down to history as Francis Brett Hart. But Frank (as he was first called) chose to drop a "t" from his middle name, just as his father had chosen to tack an e on his surname—chose, also, to reduce the Francis to F. and finally to drop it altogether. He might have won fame as Frank Hart, as Brett Hart, or in any one of a dozen other permutations. He preferred Bret Harte, and all his biographers, abetted by the spirit of immortality, have favored his whim.

Francis Bret Harte was born in Albany, New York, on August 25, 1836. On that very day the ship *Alert* was well north of the equator, homeward bound from the Pacific Coast for Boston, carrying among her crew Richard Henry Dana, Jr., whose "Two Years Before the Mast," to be published four years later, would become the most widely read chronicle of California fact, as young Harte's stories would become the most widely read chronicle of California fiction. The Harte menage was a mobile affair; before the father died, in Frank's tenth year, the family had lived in Hudson, a few miles below Albany, in New Brunswick, New Jersey, and in Philadelphia, Providence, Lowell and Boston. After Henry Harte's death the family—widow, two sons and two daughters—went to reside in New York and Brooklyn. Frank's older brother Henry at sixteen had copied Dana and gone to California by way of the Horn; in 1853 Mrs. Harte followed, and next year Frank, not yet eighteen, and his sister Margaret (Eliza was three years married) followed their mother by the elegant and expensive Nicaragua route.

Meanwhile Mrs. Harte had remarried. It is unfortunate for romance that Bret Harte did not go to California by covered wagon; it is equally unfortunate that he did not have a cruel stepfather. (It is, of course, possible to argue that stepfathers are rarely cruel to stepsons who are eighteen

years old.) Colonel Andrew Williams was a gentleman and a scholar—he had been graduated from Union College the year before Henry Harte, and he had been to Europe. In 1857 he would become the first mayor of Oakland, and Bret Harte's biographer, Henry C. Merwin, credits the colonel with having built one of the first houses in that enterprising community, if not the very first, "in which laths and plaster were used."

Young Harte worked at various odds and ends of jobs—teaching, tutoring, clerking in an apothecary shop, as express messenger, printer. Before the end of 1857 he was in San Francisco, a compositor for *The Golden Era*, a weekly newspaper which, like Francis Bacon, took all knowledge for its province, being "devoted to literature, agriculture, the mining interest, local and foreign intelligence, commerce, education, science, and the fine arts." J. Macdonough Foard, founder of the *Era*, has recorded that "Bret Harte was not much of a compositor," and adds: "Occasionally he gave me a little sketch or poem to help out, which I put in unknown to the rest of the management. After a while they would say, 'That's a rather nice little thing. Whose is it?' And I would say, 'Oh, I got it out of the box.' After a time he did so well that we took him on the staff."

At twenty-one, then, Bret Harte became a professional writer, and a professional writer he remained until his death forty-five years later. Fame, however, was still half a generation distant. Its first faint trumpetings began to sound in 1868 with the appearance, in July, of the first number of the *Overland Monthly*.

The *Overland* was the glorious ghost of the *Californian*, the staff of which Harte joined in 1864, remaining with it during its life of three years. It was in the columns of the *Californian* that Mark Twain's account of "The Celebrated Jumping Frog of Calaveras County" first appeared, which, as Harte wrote later, "crossed the Rockies for an Eastern reading" and "is now known and laughed over, I suppose, wherever the English tongue is spoken." The *Californian* collapsed, as better and worse periodicals have done, and out of the ruins sprang the *Overland*, with Bret Harte as editor.

Harte was already more than a casual writer of local ephemera. In 1867 he had published a book of poems, "The Lost Gal-



San Francisco in 1851, from the Currier print, of which only two copies are known. To be reproduced in colors in Jane Cooper Bland's "Currier and Ives, a Manual for Collectors," with a foreword by Harry T. Peters, which will be published next fall by Doubleday, Doran

leon and Other Tales," bearing the imprint of Towne and Bacon of San Francisco, and four years earlier he, too, had "crossed the Rockies" with a story called "The Legend of Monte del Diablo" in the *Atlantic Monthly*. And in the same year in which "The Lost Galleon" had appeared on one side of the continent, his "Condensed Novels," which had been inaugurated in the *Golden Era*, were assembled into a book in New York.

The editor's only contribution to the first number of the *Overland* was a poem, "San Francisco: From the Sea," which the author liked well enough to use to introduce his "Poems" four years later. To the second number he contributed another poem, "To a Sea-Bird" (also to be included in the "Poems") and a short story. The story was called "The Luck of Roaring Camp."

"There was commotion in Roaring Camp"—and simultaneously there was commotion of another sort in the office of the *Overland Monthly*. The incident can best be recounted in Bret Harte's own words:

"When the first number of the *Overland Monthly* appeared the author, then its editor, called the publisher's attention to the lack of any distinctively Californian romance in its pages, and averred that, should no other contribution come in, he himself would supply the omission in the next number. No other contribution was

offered, and the author, having the plot and the general idea in his mind, in a few days sent the manuscript of 'The Luck of Roaring Camp' to the printer. He had not yet received the proof-sheets when he was suddenly summoned to the office of the publisher, whom he found standing, the picture of dismay and anxiety, with the proof before him. The indignation and stupefaction of the author can be well understood when he was told that the printer, instead of returning the proofs to him, had submitted them to the publisher, with the emphatic declaration that the matter there was so indecent, irreligious, and improper that his proof-reader—a young lady—had with difficulty been induced to continue its perusal, and that he, as a friend of the publisher, and a well-wisher of the magazine, was impelled to present to him personally this shameless evidence of the manner in which the editor was imperilling the future usefulness of that enterprise."

The publisher, Anton Roman, was inclined to agree with the self-appointed censor-printer and the pre-Freudian young lady. It was finally decided to call in "three gentlemen of culture and experience, friends of publisher and author," but the committee was unable "to come to any clear decision." Harte continues:

"It was, however, suggested to the author that, assuming the natural hypothesis that his editorial reasoning might be warped by

his literary predilections in a consideration of one of his own productions, a personal sacrifice would at this juncture be in the last degree heroic. This last suggestion had the effect of ending all further discussion, for he at once informed the publisher that the question of the propriety of the story was no longer at issue; the only question was of his capacity to exercise the proper editorial judgment, and that unless he was permitted to test that capacity by the publication of the story, and abide squarely by the result, he must resign his editorial position."

It is to the eternal credit of Anton Roman that he let Harte carry the day. It is interesting to speculate as to what might have happened had he decided otherwise. Would Harte's stories have won their way into periodical print elsewhere — inevitably in the East? Un-

doubtedly yes, as the sequel tends to demonstrate. He would have achieved an identical destination, but by a detour. It is interesting to note, however, that for whatever reason, no stories by Bret Harte appeared in the four remaining numbers of Volume I of the *Overland*. With Volume II the vein was re-opened with "The Outcasts of Poker Flat" — whether the presence of certain socially objectionable characters in the story precipitated another spasm in the bosom of the decorous proof-reading young lady is nowhere stated. Subsequent numbers contained a greater bulk of the editor's stories and poems; in the issue of March, 1870, was published "Brown of Calaveras," of vast bibliographical import; six months later appeared "Plain Language from Truthful James," which all good Harteians recite

every August third to all who will listen.

"The Luck of Roaring Camp," meanwhile, had traveled almost as far and as fast as "The Celebrated Jumping Frog" had done earlier. It came to the notice of Fields, Osgood & Co. of Boston, publishers

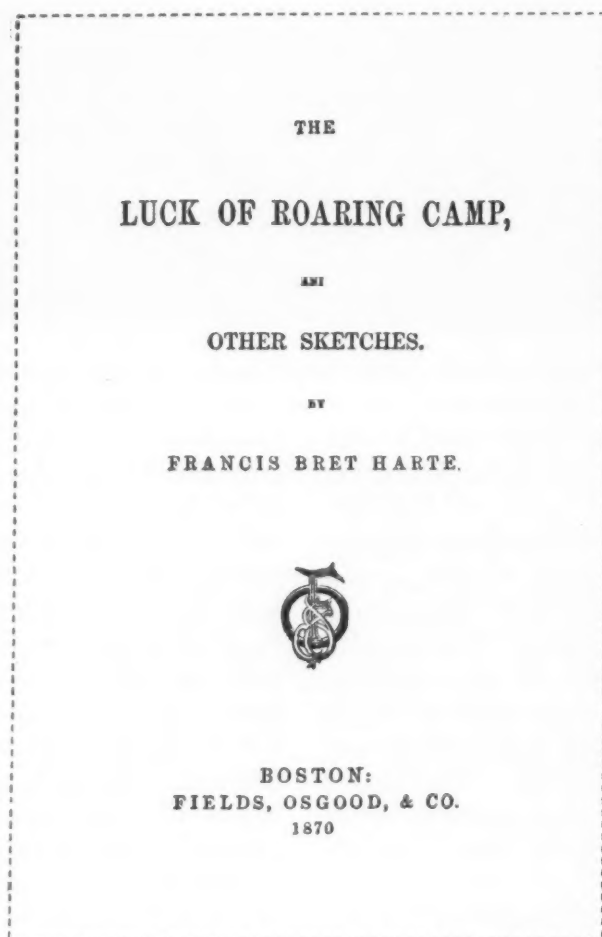
not alone of books, but also of the *Atlantic Monthly*. Did Mr. Harte have any more stories like "The Luck" for the *Atlantic*?

Eventually he signed a contract with the *Atlantic* of which something more will be said. For the moment Fields, Osgood would have to be content with a book — they had, in fact, followed their first letter regarding *Atlantic* stories with a second which embodied just that suggestion. Harte replied on April 23, 1869 (as given in his "Letters," Boston, 1926):

"In regard to your proposal to examine a collection

of my California sketches, with a view to republication, I fear that you have overestimated the number of my contributions to the *Overland*." He then listed material published or projected, but expressed the fear that "these . . . would not make a volume of the size suggested."

Evidently the publishers did not at first share his fears. They started work on the book. Soon, however, they seem to have come to the same conclusion — that the amount of material available for "The Luck of Roaring Camp, and Other Sketches" was hardly sufficient to warrant the rather ambitious selling price of a dollar and a half. At any rate, on January 21, 1870, Harte wrote them: "In collecting material for the projected volume I was conscious that the shorter pieces did not adjust themselves to the rest of the contents, either in



Title-page of first edition

subject or manner. But you asked for a certain no. of pages, and I had to fill it up. We may get over the difficulty by supplanting them with another story wh. I am writing for the O.M.—to be published in March." The other story was "Brown of Calaveras." Fields, Osgood evidently told him to send it on—it was incorporated in the book, which, previously containing only 239 pages of text, thus swelled to 256.

According to Henry C. Merwin, only 3500 copies of "The Luck of Roaring Camp" were sold within the first six months of its publication. How many of these were of the first issue there is no way of knowing—almost certainly fewer than a thousand, inferentially far fewer, to judge by the relative commonness of the second issue, with "Brown of Calaveras," as compared with the first. The first issue approaches excessive rarity for a book of its place and period. Five copies have appeared at auction since the spring of 1926, including two in the Charles Meeker Kozlay collection, easily the finest assemblage of Harte books and autographs and Harteiana ever got together, and now probably incapable of duplication. The Kozlay copies, the earliest among the five, also brought the best prices, for the reason that "The Luck," scarce enough in any condition, is almost unprocurable in fine state. They sold, respectively, with an autograph letter inserted in each, for \$140 and \$155. Last season a copy that was the worse for wear sold for only \$40. How much more than their price of four years ago the Kozlay copies would bring today is matter for pleasant speculation.

The Kozlay catalogs are a mine of information about Bret Harte's books—to say that they are better than any existing bibliography is hardly enough, for the reason that no other detailed Harte bibliography has ever been published.

Harte came east in February, 1871, with his fame already secure, not so much as a result of "The Luck of Roaring Camp," but because of a poem that everybody was quoting to everybody else. It was called, by Harte at least, "Plain Language from Truthful James," but people began to call it "The Heathen Chinees," and so many millions of Americans and Englishmen have been calling it that ever since that the truth cannot hope to catch up. Fields, Osgood brought out a volume of Harte's "Poems" in 1871, just before the firm name was altered to James R. Osgood & Co., and the Fields, Osgood imprint denotes the first issue. The "Poems" carried, in lieu of half title, a notice of "The Luck of Roaring Camp" from the *New York Tribune*.

Harte's contract with the *Atlantic Monthly* allowed him the then truly magnificent annual fee of ten thousand dollars, regardless of how much or how little he wrote. He has been charged with falling idly back on his laurels the instant the contract was signed, but both Mr. Merwin in his biography and Geoffrey Bret Harte, in his compilation of his grandfather's letters, prove conclusively that he gave good value for the money—as, indeed, a casual inspection of the *Atlantic* files bears out. For the rest of his life, during the long years abroad as consul or literary lion, or both together, he had no difficulty in marketing his product. The California background panned out to the very end, though even his most enthusiastic admirer—the enthusiastic admirer more than any other, perhaps—will admit that the largest nuggets were unearthed on the spot, and that nowhere in his productive aftermath did he approach the distillation of the spirit of the California pioneer that made "The Luck of Roaring Camp" a *tour de force* in the interpretation of a romantic moment in the chronicle of America.

Old and Rare Books

Frederick M. Hopkins

A DEALER in autographs writes to us: "We wish you would call attention to Mr. Madigan's 'Word Shadows of the Great: the Lure of Autograph Collecting' for I believe that this book is destined greatly to promote autograph collecting." We quite agree with this statement. We all know what Newton's "The Amenities of Book Collecting" has done to promote book collecting. Mr. Madigan's book will undoubtedly have a similar influence in its field. It contains just the material that will engage collectors, and just the information that will interest others and make collectors of them. It cannot be read from cover to cover without making an intelligent reader feel that autograph collecting as we know it today is one of the marvelous developments of our time, and no other book can do so much to make him understand it. Every autograph dealer should make a special effort to sell this book to his customers. It has the best possible propaganda for him. It will prove a silent but effective salesman. Mr. Winterich says that this is "the one essential book about autographs to own, whether as a practical manual, or as an engrossing series of glimpses of men and women who are (or were) fellow creatures first and celebrities afterwards." This is well said. Besides the book is a handsome piece of typography, well printed on good paper, with more than two score illustrations including facsimiles of many valuable letters and manuscripts, among them examples of Washington, Franklin, Jefferson, Napoleon, Jackson, Lincoln, Burns, Poe, Dickens, Thackeray, and many others.

THE third sale at the Ritter-Hopson Galleries, Griffith Building, Newark, N. J., was held on April 22nd, when first editions of American and English authors from the library of a New York collector, with additions, were dispersed. A few representative lots and the prices realized were the following: James Lane Allen's "Flute and Violin," 1891, first edition of the author's first book, \$21; Mrs. Burnett's

"Little Lord Fauntleroy," 1886, \$60; Mark Twain's "The Tragedy of Pudd'n-head Wilson," 1894, \$49; Crane's "Red Badge of Courage," 1895, \$210; Emerson's "Essays," 1844, second series, \$190; Hawthorne's "A Visit to the Celestial City," n.d., \$35; Holmes's "The Autocrat of the Breakfast Table," 1858, \$115; Howell's "Rise of Silas Lapham," 1885, \$60; Longfellow's "The Song of Hiawatha," 1855, first issue of the first edition, \$85; Lowell's "The Vision of Sir Launfal," 1848, \$200; Mitchell's "Reveries of a Bachelor," 1850, \$86; Norris's "McTeague," 1899, \$120; Poe's "The Raven and Other Poems," 1845, \$200; Tarkington's "Monsieur Beaucaire," 1900, \$80; Wallace's "Ben Hur," 1880, \$310; and Wister's "The Virginian," 1902, \$180. These prices are very good for a mixed sale of American first editions not always in just the condition that collectors like to get them.

THE appointment of John Masefield to the laureateship of England, successor to John Dryden, William Wordsworth and Alfred Tennyson, will greatly interest many Americans, not a few of whom are collectors of his first editions. It has been said with much truth that Masefield more than any other poet has renewed faith in the long poem, and freed his art from the arbitrary restriction placed upon it by Poe nearly a century ago, one that threatened for a time to condemn poets to the production of fragments. Masefield's great vitality, his wide appeal and his interest in the common man have all combined to make him a true poet of the people, and it may safely be prophesied that he will not follow the classicism characteristic of the laureates of the last century. One editorial writer predicts that he will "revert to the pungent loaminess that it had in the days of Chaucer, who is said to have been the first to claim the title." From the general editorial expressions in this country, it is evident that Americans will be very much interested in the appointment, and will, if possible, be more en-

thusiastic collectors of Masfield than ever before.

WALTER M. HILL, rare book dealer of Chicago, has published "The Manuscripts of Robert Louis Stevenson's Records of a Family of Engineers, with the unfinished Chapters," edited with an introduction. Last year Mr. Hill acquired this manuscript material, including the unpublished portions. For a number of years Stevenson never lost sight of his desire of unfolding the story of his Scottish inheritance and explaining the work of the great builders, his forebears. His notes accumulated, he sketched now one chapter, now another, and at last, came the three chapters, which Graham Balfour carried back to Sidney Colvin in 1893, and which were published in 1912, accompanied by a copious extract from Robert Stevenson's, the grandfather's, work on the Bell Rock Lighthouse. In addition to the material printed in 1912, there is a series of finished and unfinished chapters originally intended for full publication but afterwards contracted and reduced. Finally there are several hundred pages of notes, extracts from family letters, and other pertinent material. Altogether, this new volume, limited to 300 copies, makes a relic of great literary interest to the Stevenson collector.

MANY old and valuable manuscripts repose in the Bibliothèque Nationale, the national library of France. Students from all parts of the world visit Paris to consult them. Many of these old manuscripts, owing to age and use, are becoming very fragile, and must be handled with the greatest care. It has now been proposed to have facsimile copies of the most famous made so that instead of using the originals, facsimiles can be used by students. In addition, it is proposed to send other copies to the principal libraries of Europe, where they will be accessible to students and scholars of many countries. The first manuscript to be so treated is that of "Les Orientales," by Victor Hugo. A very successful reproduction of the manuscript of "Hernani" has also been made. This work is being carried out under the auspices of the Institute of Intellectual Cooperation, which is connected with the League of Nations. The undertaking has

interested a wide European circle, and it is probable that other countries will undertake making similar reproductions of facsimiles and placing them where they will be accessible.

THE sale of the collection of Edouard Rahir, a great French bibliophile, in Paris, last week, attracted wide attention. American collectors went after some of the outstanding rarities and generally got them. An American purchaser, said to be the New York Public Library, acting through an agent, secured the first edition of "Hyperotomachia Poliphili," by Father Colonna, which was published in Venice in 1499, in a binding bearing the arms of the Emperor, Charles V, and certified from the collection of the famous French bibliophile, Jean Grolier. Dr. A. S. W. Rosenbach, of this city, bought "The Apocalypse Passion of Our Lord and the Life of the Blessed Virgin," a Gothic Folio by Albrecht Dürer in the original binding, for \$17,600.

CATALOG NO. 195, from Goodspeed's Book Shop, of Boston, comprising "Genealogies and Local Histories," includes more than 5,000 items, making, we believe, the most comprehensive catalog of its kind issued in a long time. The material comprises historical and genealogical periodicals, blanks and blank books for genealogical records, English local history and genealogy, Colonial and Revolutionary records, books on surnames, heraldry, etc. Much information in regard to books and prices, with up-to-date valuations, is gathered here that would be very difficult to find elsewhere.

THE private library of William Augustus White, bibliophile and art connoisseur, according to a transfer tax report filed in the Surrogate's Court in Brooklyn, was appraised at \$857,000. After his death his heirs presented to Harvard University a group of eighty-eight Shakespearian items valued at \$420,000. The most valuable item listed in the appraisal, which was made by Arthur Swann, bookseller of this city, was a Shakespeare First Folio, of 1623, which was valued at \$45,000. Other items included Shakespeare's "Sonnets," 1609, \$10,000; "Romeo and Juliet," 1599, \$7,500;

"Love's Labor Lost," 1598, \$10,000; "Othello," 1622, \$6,000; "King Lear," 1618, \$7,000; "Troilus and Cressida," 1609, \$9,000. Other rare and valuable books beside the Shakespearian were Blake's "Songs of Innocence and Experience," 1789, \$12,000; same author, "Book of Thel," 1790, \$4,500; same author, "Marriage of Heaven and Hell," 1790, \$5,000; Ben Jonson's "Fountaine of Self-Love," 1601, \$2,000; Marlowe's "Hero and Leander," 1598, \$10,000; Milton's "Paradise Lost," 1667, \$2,000; same author, "Comus," 1637, \$18,500.

IN the English booktrade as well as in the American trade there has been much discussion recently of the problem of first editions and of their allotment to booksellers of their share of the number printed. If there is a limited and signed edition, the very fact that there is a signature makes the number small, and, if the author is popular, booksellers order more than they can expect to receive, in order to get as many as they need. Booksellers are also in difficulties if they take orders for more copies than they finally receive, as customers who are disappointed are very difficult to hold.

Another problem that has risen is the fact that dealers without orders in hand have subscribed to these limited editions on speculation and later resold them to other dealers who had definite orders but who must then add a premium to the price of the books. One English publisher, Jonathan Cape, is attempting to solve this problem in the case of a new book by Henry Williamson called "The Village Book" by undertaking to print as many of the limited editions at two guineas as there are orders on hand by May 1st. Just that many and no more will be printed, and the statement of the size of the edition will be printed in the front of each book, and each copy will be autographed. This closing date for orders is about six weeks before the publication date of the book and gives that much time for the manufacture of the volume. The effect of such an announcement with the bookseller ordering just what he needs, might be to reduce instead of increase the number printed, but it might well have a

salutary effect on the collecting impulse, because if a bookseller buys only what he needs the books will be soon sold and complete distribution promptly achieved. A collector, on the other hand, cannot tell how limited an edition he is buying, and he may believe that that information is necessary as an indication of the value of the book.

THE library of the late Lois C. Levi-son, of this city, with additions, was sold by the American Art Association, Anderson Galleries, Inc., on May 12 and 13, 378 lots bringing \$42,365. A few representative lots and the prices realized were the following: Masefield's "Salt-Water Ballads," 12mo, buckram, London, 1902, first edition of the poet's first book, \$270; Milne's "When We Were Very Young," 12mo, cloth, London, 1924, presentation copy, \$190; Newton's "Amenities of Book Collecting," 8vo, boards, Boston, 1918, first edition, \$70; Hawthorne's "Scarlet Letter," 12mo, Boston, 1850, fine copy of the first edition, \$1,550; manuscript journal of the third overland expedition in the United States made by Robert Stuart, one of the partners of John Jacob Astor in the founding of Astoria, the valuable and important source of Irving's description of this expedition in "Astoria," \$2,700; A.L.S. of Abraham Lincoln, 1 p. 8vo, March 25, 1864, to Senator Lane, \$425; Crane's "Maggie," 12mo, original yellow wrappers, New York, 1893, privately printed first edition, \$2,100; Robinson's "The Torrent and the Night Before," 16mo, original blue wrappers, uncut, 1896, \$650; Fielding's "Tom Jones," 6 vols., small 8vo, old calf, London, 1759, first edition, \$1,400; Alken's "National Sport's of Great Britain," folio, London, 1821, first edition, \$1,700; correspondence of Lewis Carroll with Harry Furniss and original drawings for "Sylvie and Bruno," 68 letters in all, \$1,700; Barrie's "Scotland's Lament," 8vo, stitched, London, 1895, rare elegy on the death of Stevenson, \$850; Housman's "A Shropshire Lad," 12mo, original boards, London, 1896, first edition, \$460; and Stoke's "Iconography of Manhattan," 6 vols., imperial 8vo, Spanish calf, New York, 1915-28, one of 42 copies on Japan vellum, \$900.

Limited Editions of the Month

BOBBS-MERRILL

Uncle Sam in the Eyes of His Family, by John Erskine, 356 autographed copies, each containing a page of the original manuscript corrected by the author, \$10.

THE BOOK CLUB OF TEXAS

Memoir of Col. Ellis P. Bean, David Williams illustrator, 200 copies for sale to Club members at \$9.50.

THE BROWN HOUSE (The Southworth Press)

Salammbô, by Gustave Flaubert, Alexander King illustrator, Bodoni type, natural sheepskin binding, 800 copies on all-rag toned sheet, \$20.

JONATHAN CAPE & HARRISON SMITH

Gods' Man, by Lynd Ward, 331 autographed copies on hadrian paper, \$15.



An attractive limited edition of Keats's Sonnets comes from The Halcyon Press, London. The volume is illustrated by John Buckland Wright.



An Alexander King illustration for Flaubert's "Salammbô," published by The Brown House.

THE CHOCORUA PRESS

The Higgler, by A. E. Coppard, quarto, 39 copies each with one original manuscript sheet in author's handwriting, \$65.

COVICI, FRIEDE

Seventeen Letters of Lord Byron to an Unknown Lady, edited by Dr. Walter Edwin Peck, 500 copies on mould-made paper, \$7.50.

The Decameron, by Giovanni Boccaccio, 2 vols., Richard Aldington translator, Jean de Bosschère illustrator, Robert S. Josephy designer, 2,500 copies, \$17.50.

THE FIRST EDITION CLUB

The Book of Signs, Translated from the German by Vyvyan Holland, Translator, Vyvyan Holland, collected,

drawn and explained by Rudolf Koch, signs and symbols cut on wood by Fritz Kredel, binding blue linen, 500 copies, \$6.00. London, England.

THE FOUNTAIN PRESS (Distributed by Random House)

Brief Candles, by Aldous Huxley, Carl Rollins designer, 800 copies signed by author, \$10.

Ash Wednesday, by T. S. Eliot, Curwen Press designer, 400 copies, \$7.50.

HARVARD UNIVERSITY PRESS

Between the Lines, by H. M. Tomlinson, 160 copies on all-rag paper, \$7.50.

HOUGHTON MIFFLIN COMPANY (The Shakespeare Head Press)

Pindar's Odes to Victory: The Nemean and Isthmian Ode, translator, C. J. Billson, Illustrator, John Farleigh, wood-engravings, board binding, 100 copies, \$25.00.

HOUGHTON MIFFLIN COMPANY (The Black Sun Press, Paris, France)

New Found Land: Fourteen Poems, by Archibald MacLeish, 500 copies, \$5.00.

THE LIMITED EDITIONS CLUB (The Village Press)

Rip Van Winkle, by Washington Irving, introduction by Mark Van

Doren, Frederic W. Goudy designer, Kaatskill type, calfskin binding, 1,500 copies on Hadrian, \$10 to members.

OXFORD UNIVERSITY PRESS

A Production, by Gordon Craig, 38 original designs by the author, 500 copies in cardinal red cloth at \$65.00 each; 105 signed by author printed on hand-made paper, \$90.00 each.

WILLIAM FARQUHAR PAYSON

New York, by James Fenimore Cooper, first edition, 750 copies, (one-half of edition reserved for the trade), \$10.

CHARLES SCRIBNER'S SONS

Long Hunt, by James Boyd, buckram binding, 250 copies on rag-paper, signed by author, \$10.

Soames and the Flag, by John Galsworthy, first edition, typography by Rudge, 650 signed copies, \$15.

FREDERICK A. STOKES & COMPANY

Word Shadows of the Great, by Thomas F. Madigan, 300 signed copies Kingsley India laid paper, each containing an original autograph letter of a famous author, statesman or general, \$25.

THE UNION SQUARE BOOK SHOP

The Portrait of Mr. O. W., by Alan Devoe, 275 copies, \$3.00.

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ROBERT NATHAN 1894—

Compiled by I. R. Brussel

MR. NATHAN'S writings include seven novels and two volumes of poems

"Youth Grows Old," and "The Cedar Box."

"Peter Kindred." *New York*, 1919.

"Autumn." *New York*, 1921.

"Youth Grows Old." *New York*, 1922.

"The Puppet Master." *New York*, 1923.

Issued in various colored boards with cloth back.

"Jonah." *New York*, 1925.

London edition, "The Son of Amittai."

"A Fiddler in Barley." *New York*, 1926.

"Woodcutter's House." *Indianapolis*, [1927].

First issue undetermined as yet.

"The Bishop's Wife." *Indianapolis*, [1928].

First edition so stated on verso of title page.

"The Cedar Box." *Indianapolis*, [1929].

Limited to 1,500 copies.

"There Is Another Heaven." *Indianapolis*, [1929].

First edition so stated on verso of title-page.

"Atoms" and "The Coward" are one-act plays which have only appeared in magazine form.

BIOGRAPHICAL

"The Work of Robert Nathan." (Louis Bromfield). *Indianapolis*, [n. d.]

Contains a bibliography pamphlet.

THORNTON [NIVEN] WILDER 1897—

Compiled by Burton Emmett

"The Trumpet Shall Sound, A Play." *New Haven*, 1919.

The Yale Literary Magazine: October, November, December, 1919; January, 1920.

Produced at American Laboratory Theatre, New York, Dec. 25, 1926.

"The Cabala." *New York*, 1926.

Tan figured cloth, buckram back, top edges blue. A few copies in blue figured cloth. First Modern Library edition, 1929.

"The Bridge of San Luis Rey." *New York*, 1927.

Top edges green. Preliminary issue of 21 copies, without stamp on front cover. English edition, *London*, 1927, some days earlier than American trade edition. Special edition, illustrated by Rockwell Kent; 1100 copies; signed by author and artist. *New York*, 1929. "Paper Books" edition. *New York*, 1929. Grosset & Dunlap edition. *New York*, 1929.

"The Angel that Troubled the Waters." *New York*, 1928.

775 copies on handmade paper, numbered and signed by the author.

2,000 copies of the trade edition signed by the publishers.

English edition, *London*, 1928.

"The Woman of Andros." *New York*, 1930.

Top edges brick red.

21 copies of the page proofs bound in plain wrappers not for sale.

"The Third Route" by Phillip Sassoon; Introduction by Thornton Wilder. *Garden City*, 1929.

English First Editions

ROBERT (SEYMOUR) BRIDGES, 1844-1930.

Poet Laureate 1913-1930

A Bibliographical Check List of the First Editions of His Books

Compiled by H. S. Boutell

Verse

"Poems." *London, Pickering, 1873.*

On the flyleaf of the copy of this book listed in "The Library of Edmund Gosse," compiled by E. H. M. Cox, *London, Dulau, 1924*, Mr. Gosse has written: "Copies of this edition are very rare. The author withdrew it from circulation, and used to disembowel every copy he came across. This particular copy was hidden for many months in a drawer, because he threatened its existence if he found it on my bookshelves.—E. W. G."

"The Growth of Love. A Poem in Twenty-four Sonnets." [Anonymous] *London, Bumpus, 1876.*

The Same, in 79 sonnets. [Anonymous] *Oxford, Daniel, 1889.*

Printed in Roman Fell Type. 22 copies.

The Same. [*Oxford, Daniel, 1890.*]

There is no acknowledgement of authorship on the title-page, but on the shelf-back (accidentally, it is said) appears, Growth of Love-Bridges.

Printed in Black Letter. 100 numbered copies.

The Same. *Portland, Maine, Mosher, 1894.*

F. Madan in his bibliography of the Daniel Press, 1921, says: "T. B. Mosher (37 Exchange Street, Portland, Maine, U. S. A.) reprinted in roman type this black letter edition in 1894 (400 copies small paper, 8° at \$4; 40 copies large paper on Van Gelder paper, 4°, at \$10; 10 large paper on Japan vellum, 4°), prefixing an essay on Bridges' Poems by Lionel Johnson which had appeared in the *Century Guild Hobby Horse* for October 1891. The title and printer's mark are reproduced in facsimile. The reprinter seems to know nothing of the 1889 edition of the work, and certainly had neither the author's nor the printer's leave to reproduce the volume."

"Carmen Elegiacum de Nosocomio Sti. Bartolomaei." *Londini, Bumpus, 1877.*

"Poems by the Author of the Growth of Love." *London, Bumpus, 1879.*

"Poems by the Author of the Growth of Love. 3rd Series." *London, Bumpus, 1880.*

"The Garland of Rachel." By Divers Kindly Hands. *Oxford, Daniel, 1881.*

Contains three 8-line stanzas by Robert Bridges. 18 copies with a special title-page for the contributors, and 18 further copies.

Reprinted: *Portland, Maine, Mosher, 1902*, 500 copies, 50 on Japan vellum.

"Prometheus the Firegiver." *Oxford, Daniel, 1883.*

100 numbered copies.

Reprinted: *London, Bell, 1884.*

"Poems." *Oxford, Daniel, 1884.*

150 numbered copies.

Eight Plays: "Nero Part 1. The First Part of the Reign of Nero. Comprising the Murder of Britannicus to the Death of Agrippina." [*London,*] *Bumpus and Bell, n. d.*; "Palicio. A Romantic Drama in Five Acts in the Elizabethan Manner." *London, Bumpus, 1890*; "The Return of Ulysses. A Drama in Five Acts in a Mixed Manner." *London, Bumpus, 1890*; "The Christian Captives. A Tragedy in Five Acts in a Mixed Manner." *London, Bumpus, 1890*; "Achilles in Scyros. A Drama in a Mixed Manner." *London, Bumpus, 1890*; "The Humours of the Court. A Comedy in Three Acts." [*London,*] *Bumpus and Bell, n. d.*; "The Feast of Bacchus. A Comedy in the Latin Manner. And Partly Translated from Terence." [*London,*] *Bumpus and Bell, n. d.*; "Nero Part 2. From the Death of Burrus to the Death of Seneca. Comprising the Conspiracy of Piso." [*London,*] *Bumpus and Bell, n. d.*

These plays were issued separately from 1885 to 1894, but were paged continuously

- in the order given above. With the exception of "The Feast of Bacchus" they were printed in double columns.
- "Eros & Psyche. A Poem in Twelve Measures. The Story Done into English from the Latin of Apuleius." *London, Bell, 1885.*
Second edition, revised: *London, Bell, 1894.*
- "The Feast of Bacchus." *Oxford, Daniel, 1889.*
105 numbered copies.
See Eight Plays above.
- "Shorter Poems." *London, Bell, 1890.*
In four books. Errata slip inserted. 110 copies on large paper, and a trade edition.
- The Same. Book I. [*Oxford, Daniel, 1893.*]
Book V. [*Oxford, Daniel, 1893.*]
Book II. [*Oxford, Daniel, 1893.*]
Book III. [*Oxford, Daniel, 1894.*]
Book IV. [*Oxford, Daniel, 1894.*]
- The Same. Book V. *London, Bell, 1894.*
Index of First Lines. *Oxford, Daniel, 1894.*
150 numbered copies of each of the above six parts, paged separately but making a complete set or volume.
- "Eden. An Oratorio." *London, Bell, 1891.*
Set to Music by C. V. Stanford. 110 copies on hand-made paper, and a trade edition.
- "Achilles in Scyros." *London, Bell, 1892.*
156 copies on large paper.
See Eight Plays above.
- "Founders Day. A Secular Ode on the Ninth Jubilee of Eton College." [Anonymous] [*Oxford, Daniel, 1893.*]
About 30 copies for private distribution.
- "Humours of the Court. A Comedy. And Other Poems." *London, Bell, 1893.*
Includes Book V of "Shorter Poems" here first published. 100 copies on hand-made paper and a trade edition. *See above.*
First American edition; *New York, Macmillan, 1893*, 100 copies on large paper, and a trade edition.
- "Ode for the Bicentenary Commemoration of Henry Purcell." *London, Mathews, 1896.*
With other poems and a preface on the musical setting of poetry.
(Shilling Garland No. 2.)
First American edition: "Purcell Ode and Other Poems." *Chicago, Way & Williams, 1896*, 200 copies on Van Gelder paper.
- "Poetical Works." *London, Smith, Elder, 1898-1905.*
6 vols.
- "Through Human Eyes." By A[lice Mary] Buckton. *Oxford, Daniel, 1901.*
With an introductory poem by Robert Bridges. 130 numbered copies.
Reprinted: *London, Mathews, 1901.*
- "Now in Wintry Delights." *Oxford, [Daniel,] 1903.*
300 copies.
- "Peace Ode written on the Conclusion of the Three Years War." By R. B. [*Oxford, Daniel,] 1903.*
Perhaps 100 copies, with 10 copies on vellum. The first book to be printed on vellum at the Daniel Press. "With this piece the regular course of the Daniel Press ceased."—Madan.
- "Demeter. A Mask." *Oxford, Clarendon Press, 1905.*
Incidental music by W. H. Hadow.
- "Oxford Pageant. Official Souvenir." [*Banbury,] Cheney, 1907.*
Contains "An Invitation to the Pageant. Ode." By Robert Bridges.
- "Poetical Works, excluding the Eight Dramas." *London, Frowde, Oxford University Press, 1912.*
- "Poems Written in the Year MCMXIII." *Chelsea, St. John Hornby, Ashendene Press, 1914.*
Initials in red in some copies and in blue in others. 6 copies on vellum bound in green vellum, 85 copies on paper in boards, none for sale.
- "Britannia Victrix." [*London, Milford, Oxford University Press,] 1918.*

"October and Other Poems. With Occasional Verses on the War." *London, Heinemann, 1920.*

"New Verse Written in 1921." *Oxford, Clarendon Press, 1925.*

100 numbered copies, signed by the author, and a trade edition.

"The Augustan Books of Modern Poetry: Robert Bridges." *London, Benn, 1925.*

Edited by Edward Thompson.

"Tapestry." *Privately printed, 1925.*

Printed by hand by Frederic Warde. 75 copies on Japan vellum, and one for presentation by the Poet Laureate to King George.

"Poetical Works." *Oxford, Clarendon Press, [1929.]*

"The Testament of Beauty." *Oxford, Clarendon Press, 1929.*

200 numbered copies, 50 signed by the author, and a trade edition.

"The Yattendon Hymnal." *Oxford, Clarendon Press, 1895-1900.*

Issued in four sections. 100 hymns in full music with 30 pp. of annotations and index.

"The Small Hymn-Book: The Word of the Yattendon Hymnal." *Oxford, Blackwell, 1899.*

100 numbered copies signed by the author, and a trade edition.

"Hymns." [*Oxford, Daniel, 1899.*]

From "The Yattendon Hymnal." 150 numbered copies.

"The words of the first fourteen hymns were first printed in a small pamphlet issued in 1887 by the Clarendon Press. The last fifteen were first published here, since the fourth book of *The Yattendon Hymnal* was not issued till October 1899."

—Madan. This book was issued in June 1899.

"The Yattendon Psalter. Chants for the Month as used in Choir." *Privately issued, 1896.*

Lithographed from MS.

Prose, etc.

"An Account of the Casualty Department." *St. Bartholomew's Hospital Reports, vol. 14, 1878.*

"Paradise Lost." Milton. *Oxford, Clarendon Press, 1887.*

Introduction by Robert Bridges, "On the Elements of Milton's Blank Verse in *Paradise Lost*." This introduction was privately printed separately in the same year, and reprinted with changes and additions as "Milton's Prosody." *Oxford Clarendon Press, 1893*; "Milton. His Prosody. [and] Classical Metres in English Verse." (The former by Robert Bridges and the latter by William Johnson Stone.) *Oxford, Clarendon Press, 1901*; "Milton's Prosody. With a Chapter on Accentual Verse, and Notes." (Revised and final edition.) *London, Milford, Oxford University Press, 1923.* And in a number of other editions.

"On the Prosody of *Paradise Regained* and *Samson Agonistes*." *Oxford, Clarendon Press, 1889.*

Reprinted: "Milton, Rules of Blank Verse in later Poems: Versification of *Samson Agonistes*." *Oxford, Clarendon Press, 1894*; etc., etc.

"John Keats. A Critical Essay." [*London, Lawrence and Bullen,*] 1895.

250 numbered copies.

This essay was written for the introduction to "The Poems of John Keats." Edited by G. Thorn Drury. *London, Lawrence and Bullen, 1896, 2 vols.*, but appeared first as above.

"Odes Sonnets and Lyrics of John Keats." *Oxford, Daniel, 1895.*

250 numbered copies.

Preface: "This Selection is printed as a Memorial of the Hundredth Anniversary of the birth of Keats. The object which the Printer had in view was to get together the very best of Keats' shorter pieces. In doing this he has been guided by Mr. Robert Bridges' "Critical Essay. . . ." See above.

"A Practical Discourse on some Principles of Hymn-Singing." *Oxford, Blackwell, 1901.*

Reprinted from *The Journal of Theological Studies*, October 1899.

"The Last Poems of Richard Watson Dixon." Selected and Edited by Robert Bridges. *Oxford, Clarendon Press, 1905.*

"Works. . . ." Shakespeare. *Stratford-on-Avon, Shakespeare Head Press, 1904-1907.*

10 vols. Edited by Arthur Henry Bullen. 1000 sets on hand-made paper and 12 sets on vellum. Vol. 10, 1907, contains "On the Influence of the Audience," by Robert Bridges, which was reprinted in "Collected Essays." See below.

- "Poems by the Late Rev. Dr. Richard Watson Dixon." Selected with a Memoir by Robert Bridges. *London, Smith, Elder, 1909.*
- "Essays and Studies by Members of the English Association." Collected by A. C. Bradley. *Oxford, Clarendon Press, 1910.*
Contains "On the Present State of English Pronunciation," by Robert Bridges, which was reprinted separately, *Oxford, Clarendon Press, 1913.*
- "The Prayer Book Dictionary." *London, Pitman, 1912.*
Contains material by Robert Bridges condensed from "English Chanting" and "Anglican Chanting," two articles in *The Musical Antiquary*, April 1911 and January 1912 respectively.
- "An Address to the Swindon Branch of the Workers' Educational Association. Given on October 28th, 1916." *Oxford, Clarendon Press, 1916.*
- "Ibant Obscuri. An Experiment in the Classical Hexameter." *Oxford, Clarendon Press, 1916.*
Reprinted, revised and augmented, from the *New Quarterly*, January 1909.
- "Verhaeren Commemoration, March 3, 1917." *London, Milford, 1917.*
Contains an address by Robert Bridges.
- "The Necessity of Poetry. An Address Given to the Tredegar & District Co-operative Society, November 22nd, 1917." *Oxford, Clarendon Press, 1918.*
- "Poems of Gerard Manley Hopkins." Edited with notes by Robert Bridges. *London, Milford, 1918.*
- "The Historic Names of the Streets and Lanes of Oxford: Intra Muros." By H. E. Salter. *Oxford, Clarendon Press, 1921.*
Preface by Robert Bridges.
- "Selection from the Letters (1880-1922) of Sir Walter Raleigh." Edited by Lady Raleigh. *London, Methuen, [1925.]*
With a Preface by David Nichol Smith and an Introduction by Robert Bridges.
- "Collected Essays, Papers, etc." *London, Milford, Oxford University Press, 1927-1929.*
- I. "The Influence of the Audience on Shakespeare's Drama." 1927.
 - II. "Humdrum and Harum-Scarum: a lecture on free-verse, [and] III. "Poetic Diction," 1928.
 - IV. "A Critical Introduction to Keats." 1929.
3 vols., pagination continuous.
- "The Collected Papers of Henry Bradley." With a Memoir by Robert Bridges. *Oxford, Clarendon Press, 1928.*
- "The Spirit of Man. An Anthology in English and French from the Philosophers and Poets." *London, Longmans, Green, 1916.*
- "The Chilswell Book of English Poetry. Compiled and Annotated for the Use of Schools." *London, Longmans, Green, 1924.*
- S(ociety for) P(ure) E(nglish) Tracts, (Oxford), Clarendon Press:
- "On English Homophones." II, 1919.
- "Englishing of French Words," by Brander Matthews; "The Dialectical Words in Blunden's Poems," by Robert Bridges. V, 1921.
- "The Language of Anatomy," by William Cuthbert Morton, with an introduction by Robert Bridges. IX, 1922.
- "Preposition at End," by H. W. Fowler; "On the Terms *Briton, British, Britisher*," by Henry Bradley and Robert Bridges. XIV, 1923.
- "The Split Infinitive, etc.," by H. W. Fowler; "Pictorial, Picturesque, etc.," by Robert Bridges. XV, 1923.
- "Subjunctives," by H. W. Fowler; "Poetry in Schools," by Robert Bridges; "Open Court on 'Alright,'" "Miscellaneous Notes and Report." XVIII, 1924.
- "The Society's Work." XXI, 1925.
- "The Nature of Human Speech," by Sir Richard Paget; "On the Use of Italic, Fused Particles, etc.," by H. W. Fowler; "Reviews and Miscellaneous Notes," by Robert Bridges. XXII, 1925.
- "English Vowel Sounds," by W. A. Aiken, with an introduction by Robert

- Bridges; "On 'Ing.' A Reply to Dr. Jespersen's Paper in Tract XXV," by Robert Bridges. XXVI, 1927.
 "English Handwriting," Edited by Robert Bridges, Continued from Tract XXIII. XXVIII, 1927.
 "American Pronunciation," by H. Kurath; "Words from the French—Ê, ÊE." by Matthew Barnes; "Pronunciation of *Clothes*, etc.," by Robert Bridges. XXX, 1928.

Biographical and Critical

- "Poets and Poetry of the Nineteenth Century: Robert Bridges and Contemporary Poets." Edited by A. H. Miles. *London, Routledge*, 1906.
 "Robert Bridges. A Critical Study." By F. E. Brett Young. *London, Secker*, 1914.
 "Robert Bridges, Poet Laureate." By T. M. Kelshall. *London, Scott*, [1924.]

Bibliographical

- "Bibliographies of Modern Authors, No. 1. Robert Bridges." [By I. A. Williams.] *London, Chaundy*, 1921.
 Reprinted from *The London Mercury*, April 1920; and published in America by The Brick Row Book Shop, New Haven.
 "Memorials of C. H. O. Daniel, with a Bibliography of the Press, 1845-1919." *Oxford*, Printed on the Daniel Press in the Bodleian Library, 1921.

Chicago Book Auctions

Milton Fairman

MIDWESTERN collectors, who for years have been good customers at the auction sales held in the East, are to have an opportunity to patronize a local institution.

An organization of collectors has been formed in Chicago and plans to enter the book auction field and break the practical monopoly which has hitherto been held by the Atlantic Coast. One auction has already taken place.

The sale, the first of its kind ever held in Chicago, took place April 21st at the Fine Arts building. It had an amazing success, considering that it was an innovation, and even its promoters were surprised. Some 500 persons crowded the hall to engage in spirited bidding for the 242 items entered for the sale.

The conditions of sale, as set forth by Franklin J. Meine and other directors of the auction, will undoubtedly be used, with few changes for the two future auctions now being planned. A cash deposit of 25 per cent was required at the time of the sale, and books were held for purchasers until the following afternoon. Persons unable to attend the sale sent their bids to Mr. Meine who executed them without charge for the committee. A commission of 15 per cent to cover expenses of the auction was charged by the committee.

A letter from Abraham Lincoln to the secretary of state, recommending two candidates for minor offices, brought \$580 under the hammer of Marvin A. Barlow, the auctioneer. A later letter, written by Lincoln in 1863, brought \$400. Two Washington items, one a 400-word treatise on the Constitution, the other a brief note from Valley Forge, brought \$300 each.

The highest price was paid for the first book printed in Chicago—a report of cases argued before the Supreme Court. This, with its companion volumes written by J. Young Scammon, was sold for \$1,200. They were among the few copies that escaped destruction in the Chicago fire.

While Americana predominated at the sale, with Chicago items in the lead—, first editions, association and autographed copies, and fine bindings were also listed. Total proceeds of the auction were \$8,400—an auspicious beginning for an entirely new form of book distribution in the city.

The committee in charge of the auctions includes in its membership Paul Steinbrecher, Walter M. Hill, Oliver R. Barrett, Wright Howes, and Franklin J. Meine whose address is 1422 North La Salle Street.

Queries and Replies About Old and Rare Books

Frederick M. Hopkins

"I HAVE quite a collection of books in seventeenth and eighteenth century old calf binding that have suffered a great deal from the dry heat in our apartment during the past winter. If their deterioration continues my books will be ruined and some of them have cost me a great deal of money. I have inquired elsewhere without results, and now I would like to know if you can help me save my rarities in their original contemporary bindings.

"There seems to have been an unusual amount of trouble of this kind from the dry apartment heat during the past winter. Some of this complaint may be due to collectors' growing fondness for old contemporary bindings and a keen desire to preserve them. Write to Miss Lewis, 15 West Forty-seventh Street, who may be properly classed as a book doctor. She has specialized in the treatment of creaking and cracking old bindings, due to old age and our damaging dry apartment heat. More than twenty years ago she saved some rare old French bindings for Mrs. Richard Morris Hunt, and many of the valuable bindings in the J. Pierpont Morgan Library have received her ministrations. The famous Vollbehr collection of incunabula, formerly in the damp and cool vaults of European monasteries, when transferred to the dry and hot atmosphere in New York began suffering at once. Miss Lewis worked on these books for a long time in her effort to restore their flexibility and freshness. The four folios of Shakespeare in the Marsden Perry collection, one of the most valuable sets in the world, were treated by her. Many of the most valuable collections in New York and Chicago receive her periodical attention. Soon after Miss Lewis began her work of rescuing books from old age and destruction an article appeared in a leading magazine concerning her and the methods she employed. Not long after its publication a letter addressed to Miss Janet

Lewis, Doctor of Diseased Books," came directly through to her, indicating that even the postman understood what she was trying to do."

"I have a spotlessly clean and fresh copy of the first edition of Edward Everett Hale's *"A Man Without a Country."* Recently I saw a copy cataloged for \$500, and a little later another copy for \$750. These prices seem startling. How do you explain them?"

"These prices, like the prices of many other American first editions these days do appear "startling" even to one who has watched their rise and expected that when collecting of American "firsts" began in earnest advances would appear extraordinary. First editions of *"A Man Without a Country"* are extremely rare, and rarer still in "spotlessly clean and fresh condition." It is a problem whether these very high prices will result in bringing new discoveries into the market fast enough to hold prices down or not. There are no indications at the present time that it will do so, but only time can tell. Collectors want American first editions very badly and they appear to be willing to pay well for them."

"What are collectors going to do with shabby first editions of Americana the

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bindings of which are entirely unsatisfactory, but the interiors of which are clean and perfect?

"This is a problem that dealers and collectors will soon be trying to solve. Just at this time the demand is for clean, sound copies in their original board or cloth bindings. Collectors do not appear to want anything else, and as long as the supply of fine copies holds out they will not be satisfied with anything else. But the time is coming when the binder will be appealed to make the shabby copies saleable, and collectors who cannot get what they want will be obliged to take what they can get. It will be interesting to watch just how this problem will be solved. We know how rarities of early English literature were treated. Perhaps some of our binders will do for these shabby American "firsts" what Zaehnsdorf and Rivière have been doing for the last half century for the rarities of the Elizabethan period."

"Your statement in a former issue that 'no argument can make a second edition of a first edition, and that priority of publication determines the title of first edition' seems self evident. But as an American collecting the writings of an author of our own country, or an Englishman collecting the works of a native of England, would you prefer the first edition published in the author's own country, rather than the actual first published elsewhere?"

"It is the custom in most cases in America and England, in collecting modern authors, to give the preference to the first edition published in the country of which the author is a native. An American collector would give preference to the first American editions of Washington

Irving and Mark Twain. The English collector, and for that matter we ourselves, would prefer the first English edition of Charles Dickens and William Makepeace Thackeray, even though earlier editions may have been published elsewhere. The important point is that these preferences for other than the real first edition do not change its status. The "first American edition" or the "first English edition" should be so described."

Auction Calendar

Tuesday evening, May 27th, at 8:15. Rare Americana from several consignors. (Items 220.) Ritter-Hopson Galleries, 605 Broad St., Newark, N. J.

Wednesday afternoon, May 28th, at 2 o'clock. Interesting books on many subjects, including art books, architecture, costume plates in color, first editions, etc. (Items 315.) Silo's, Vanderbilt Ave. and 45th St., New York City.

Catalogs Received

Americana, geographie, geschichte, literature, knust naturwissenschaften, etc. (No. 762; Items 2368.) Joseph Baer & Co., Hochstrasse 6, Frankfort Am Main, Germany.

Autograph letters, first editions, manuscripts, Americana, etc. (No. 14; Items 346.) Barnet J. Beyer, Inc., 5 East 52nd St., New York City.

The book, its production and its use. (No. 43; Items 551.) Tondeur & Sauberlich, Georgiring 3, Leipzig, C. 1, Germany.

Books on the fine and applied arts. (No. 102; Items 1154.) James Book Store, 127 West Seventh St., Cincinnati, Ohio.

Famous presses, Aldus, Baskerville, Bodoni, Didot, Elzevir, etc. (No. 765; Items 607.) Joseph Baer & Co., Hochstrasse 6, Frankfort Am Main, Germany.

Fine and rare books, including Americana, art, color plate books, curiosa, early printed books, fine presses, etc. (No. 23; Items 1054.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.

Indians and the West. (No. 193; Items 1374.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Library sets, unusually fine values in leather bindings, etc. (Items 334.) Goodspeed's Book Shop, 2 Milk St., Boston, Mass.

Original autographs of famous people. (No. 2462; Items 684.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

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Forthcoming Issues

✿ ✿ ✿ Next week the A. B. A. Convention will be reported in full in the Publishers' Weekly. ✿ ✿ ✿

✿ ✿ ✿ Oliver Simon, typographer for the Curwen Press is in this country at present. Paul Johnston has written about his work, for the first issue in June, to appear in the monthly bookmaking section. Franklin Watts' third chapter on "Small Bookshop Management" will be included in this issue under the heading "Physical Layout." ✿ ✿ ✿

✿ ✿ ✿ Ward Macaulay of Detroit, Michigan, has written on "The Bookseller as a Psychologist" for June 14 and Dale Warren considers "American Books in Havana" in this number. ✿ ✿ ✿

The Publishers' Weekly

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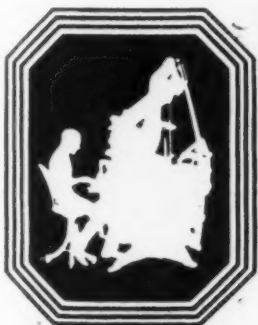
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